

SUCCESS PSYCHOLOGY



COLMAN HALL BUSH



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Success Psychology

Creative, Constructive, and Productive
POWER OF RIGHT THINKING, Based
upon the new CONSTRUCTIVE PSY-
CHOLOGY in Complete Living through
Attracting to us our own in *Health, Wealth,*
and Complete Success.

BY

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PURPOSE

The purpose of *Success Psychology* is to give each of us a *Realization of SUCCESS*. It is to cause each one of us to grow into SUCCESS by letting "That Something" in you and in me, which knows what YOU SHOULD BECOME and what I SHOULD BE, lead us into complete SUCCESS.

This purpose must be attained through a constructive and a creative power of RIGHT THINKING.

It is a HIGHER development and a HIGHER application of constructive thinking to a realization of SUCCESS. It gives us "LIFE MORE ABUNDANT" in successful living through growth in health, wealth, and happiness.

Therefore, to succeed, we must have a clear idea of our success goal; and to reach our goal, we must know in what direction it IS, and run in that direction only.

WE KNOW what our goal is, and WHERE it is: IT IS LIFE MORE ABUNDANT, IN US. It is successful living through growth in health, wealth, and happiness—and these come through the constructive and creative power of RIGHT THINKING.

This, then, is the Purpose of *Success Psychology*: It is to GIVE EACH OF US OUR OWN REALIZATION OF SUCCESS.

REALIZATION

We were created for Success, to be successful. That was and IS the plan and purpose of our being. We were created by the Power of Success, in the Presence of Success, through the Intelligence of Success, IN THE IMAGE OF SUCCESS—TO BE SUCCESSFUL.

The Power of Success is ALL, and in all. In It we live and move and have our being. We are one with the Power of Success: Therefore, we are not only sure to succeed, we ARE success. All power in heaven and on earth is given us for Success.

The Success Spirit is upon us. We are conscious of its Presence. We feel it in us, through us, and about us. It

fills our whole being with power, poise, purpose, purity, plenty, progress, prosperity, pleasure, peace, and perfection.

Perfect love promotes Success, for it casts out all fear of failure. Perfect health helps to Success, for it heals all in-harmony. We are receptive to the highest success, through Faith which is the Victory. We give thanks for Success.

“THAT SOMETHING”

There's Something in you and Something in me
That knows what you should Become
And knows what I should Be.
It is that Something, true, in you and in me
That responds to the Truth
And makes us Free.
It is the Urge of the Universal Soul;
It is the Call of the Universal Goal!
It is THAT Something in you and in me
That GIVES us the Image of Deity.
It is the inner principle of The Inner Life,
It is Creative Presence, boundless, FREE:
It is that Something, true, in you and me,
That knows what YOU SHOULD BECOME,
And knows what I SHOULD BE.

INTRODUCTION

Once upon a time, in the days of old, in the days of wold, the pagan gods, it is said, learned that Man was to be given an Immortal Soul. Straightway they became jealous and fearful, lest through this gift Man should become as one of them, and co-equal with them—a god.

And so they called a council and sat in conference upon Mount Olympus, or some other spot distinguished for its eminence, and there they counseled together upon the very important question of where they might hide this priceless possession from Man.

It was a big event, this conference was. There were just lots of gods there,

good gods and bad ones, and the most beautiful goddesses you could ever imagine. And they were all talking at the same time, and all vibrating and all animating and all jingling with jealousy, and feverish with fear; all because Man was to have this gift.

Now, they had called upon their mouths, upon their tongues, used their hands and shoulders in this free-for-all discussion—but NONE of them had called upon their Psyche.

Myriads of hiding places had been suggested as suitable to conceal this priceless gift to Man—ranging from the depths of the ocean and the caverns of the deeps to the highest mountain peaks.

Then out spake beautiful Psyche, the goddess of the soul, as she stepped forth with this rare suggestion:

“Man will be least likely to find his priceless gift if it is hidden **WITHIN HIMSELF.**”

And the gods and goddesses all shouted approval and clapped their hands and flapped their wings and shook out their shimmering, diaphanous garments, and it was SO! For they knew that the green fields of Paradise are just over yonder a little way from the HERE, and the time for happiness is just ahead a little season from the Eternal NOW! And that with Man, everything desirable is in the EXTERNAL world—outside of him—and nothing was within him except hunger and pain and poverty and fear and discontent, and a cargo of like kind.

So the gods were happy, for they had delivered to Man his priceless gift—and had concealed it WITHIN MAN HIMSELF.

And from the jungle days to the time of the cave-men, and from the days of the old Heidelberg type of mankind even to the here-and-now, man has been

searching the external, objective world—that is to say, the world outside of his own mind—for the priceless gift, the heritage of LIFE. Yet all he had to do was to turn his search and direct it to the Great Within.

Psyche, the goddess of the soul, under her new name, "PSYCHOLOGY," is now yielding up her hidden treasures, the esoteric truths of the ages, and Man is becoming as a god, and the son of the Most High. He is now become the Crest of Divine Consciousness, and an expression of the powers of the Infinite Wisdom of the Universe. He is growing in harmony with Divine Law, both in Becoming and in Being the Image and Likeness of God.

A story is told of a Hindu laborer who worked for years as a mucker and heaver of mud for the construction of dykes in rice paddocks, and all the time he carried suspended about his neck a

“charm-stone” which he prized very highly. It proved to be a gem as rare as those from Golconda and it should have been worth a fortune to the man who had carried it as a charm-stone during all those long years of drudgery. He could have lived in luxury from the income of the value of that rare treasure, properly invested, HAD HE KNOWN.

“How foolish he was!” you exclaim. Well, possibly; but you must remember that YOU and HE and I are *in para delicto*, are equally in the wrong, in this, that we have each gone about with rare gifts and possibly with priceless talismans, carrying our heaven, carrying our happiness, carrying our priceless possessions about with us—but ever failing to discover them.

Thus, the ancient trick of Psyche remains with us—remains within our souls UNTIL WE DISCOVER OUR

TREASURE-HOUSE, and that our riches are within us and not in some far-away frozen Klondike of the Arctic region, or within the brazen furnace of Death Valley, or hidden within the burning sands of some Ethiopian desert of the tropics.

We have ever looked for health outside ourselves; and we have ever looked out to the objective world for our riches, when as a matter of fact great fortunes result from a single simple idea upon which a patent is procured for the sale and use of the idea.

We have already given too much attention to the outside world; let us now look to the Great Within.

PART I.

FOUNDATION CORNER-STONES:

1. The Sub-conscious Mind.
2. The Conscious Mind.
3. The Super-conscious Mind.
4. "*Mens Sana in Corpore Sano.*"

PART I.

FIRST FOUNDATION CORNER-STONE

CHAPTER I.

THE SUB-CONSCIOUS MIND

You are, and I am—otherwise I could not write this, neither could you read it. This is our chief corner-stone—the corner-stone of Conscious Being. We have intelligent, conscious, self-awareness. We know the difference between ourselves and things which are not us, or at least some of them. That is to say, we have sufficient conscious intelligence to distinguish between self and non-self. Our MIND DOES THIS.

And what is Mind?

Mind is a form of radio-active Intel-

ligence. It comes from the vibrations of Thinking, Knowing, and Intelligent BEING. You will note that we have qualified "being" by "intelligent." We do this because we have so long been accustomed to thinking of matter, common dead inert clods, as not possessing "mind," yet we readily admit that they have "being" or at least they have "form" in existence.

Scientists and metaphysicians and philosophers are coming to agree upon the idea that every "form of being" has inherent in it a form of intelligent being, and that every form of matter we can perceive or be conscious of from microscopic germs to spiral-nebulae in remote and unknown universes, each and ALL originate from the same universal primordial substance of Intelligent Being. This, however, is a metaphysical question which we can not consider in our present discussion.

We must agree upon our fundamental corner-stone, which is, that we not only have being but we have "Intelligent Being."

We are agreed, then, that we have a MIND, and we know that our mind has many faculties. We shall, for our present convenience, departmentize the mind into three divisions, and we shall state these in the order of their origin and development in our life, and we shall take up their future study in this order: (1) Sub-conscious Mind, (2) Conscious Mind, (3) Super-conscious Mind (page 46).

The Mind: Its Divisions

Let us state our definition of Mind, once more: Mind is a form of radioactive Intelligence. Mind is Life-principle manifesting itself in accordance with the laws of being. Mind is Law in operation, just as Law is a manifestation of Mind in ACTION.

And, as a matter of fact, Law has been defined as "Mind in Action," and that is just what natural laws and spiritual laws and mental laws are—they are, whenever we discover them, forms of Mind in Action.

What you call your mind, or Ego, is not the sum total of all your intelligence—but it is your conscious intelligence. In your very brain itself, which you think of as the organ of mind just as you think of the eye as the organ of sight—in your brain there are countless thousands of life operations and activities of which you are in NO WAY conscious. These we call the sub-conscious activities of Mind; and commonly we refer to this whole group of life activities of which we are not conscious as simply the Sub-conscious Mind.

What Is the Sub-conscious Mind?

We know what the sub-conscious mind is by what it does. Its properties

and qualities are manifested through its functions.

In other words, it is exactly what the word itself would indicate. "Sub" is from the Latin and means under, beneath, below. Now, the sub-conscious mind is that department of our entire Life Intelligence which is below the reach or horizon of the conscious part of our mind.

It is difficult to fix a line of demarcation which will definitely indicate just where the sub-conscious leaves off and the conscious mind begins. In fact, there is a considerable "twilight-zone" in which there is a sort of dual jurisdiction, both of the conscious mind and the sub-conscious.

This double jurisdiction is most marked in the case of respiration or breathing, for we may commonly control our breathing up to a certain point,

and then the old sub-conscious mind steps in and takes charge.

Our Oldest Mind:

Our sub-conscious mind is the oldest department of our mind. It is the primary intelligence that *came in* with the very first cells, the masculine and feminine generative cells which gave rise to our being as present individuals. You will observe that we did not say "had its origin at the beginning" of our individual life. We said "came in with" the very primary cells which gave origin to our being as present individuals. So you see, this sub-conscious mind was already in existence before we were.

Continuity of Mind:

Right here you should note this continuity of mind; that is, the continued unbroken chain of existence of this very sub-conscious intelligence of which we are now thinking. And in this connection we must state a Fundamental Prin-

ciple of Life, and it is this: There ALWAYS has been, and there NOW IS, and there ALWAYS WILL BE, as long as Life shall last, a CONTINUITY of germ-plasm and of the Intelligent Life Principle in this germ-plasm from parent to offspring.

Now the sub-conscious mind is this very Intelligent Life Principle operating in us and through our living cells, neurons, nerves, glands, fibers and tissues that go to make up the body in which we live and through which our intelligence manifests itself as livingness or a state of life.

Powers of the Sub-conscious Mind:

The sub-conscious mind has many duties and powers, but we shall consider only the ones which are fundamentally essential for us in demonstrating success through conscious growth into success.

We shall state these powers in a group as "The Big Four," or the "entente of the allied powers of the sub-conscious mind." Of course, these might readily be split up into a dozen or a score or more of powers of the sub-conscious, but you can the more easily remember them and use them if we limit the number into a few large power groups as we shall state them here. And it might be well to memorize these groups, since we shall need to remember and use them in our study of the chapters which follow this discussion of the sub-conscious.

"The Big Four":

These, then, are the "big four powers" of the Sub-conscious Mind:

1. *The Sub-conscious Mind is the Life Principle operating in us as manifested by the laws of Intelligence.* In other words, it is by means of this

power that Life acts in and through every living cell of our body. It builds our body from the parent cells to its present state, through cell division, cell growth, cell repair, cell alteration and adaptation to environment. It is this power that repairs, rebuilds, preserves, and protects our body by its cell growth, modification, and elimination.

All this work is entirely independent of and unknown to our conscious mind when it is being carried on normally. If we become at all conscious of the life processes within our cell activities we are in pain. Hence, our conscious mind is quite willing to leave all that petty detail to his faithful ally, our sub-conscious mind. So our "sub-con" carries on all the involuntary, unconscious activities of our body, such as breathing and the circulation of the blood, the digestion of our food after we have more or less consciously swallowed it, and the

assimilation of the digested food and its distribution through the circulation of the blood to all the cells needing materials for repair or growth. And by the same token, it takes away all the worn-out, refuse, waste matter and eliminates it in one way or another from our body. This is the most wonderful system of CO-OPERATION known to the mind of man.

It is well to note in this connection that this power of the sub-conscious seems to possess, and in fact uses, a most wonderful skill in chemical analysis and synthesis. It determines qualitatively and quantitatively the kinds and characters of all the secretions of the body. So nearly perfect is this work that the commercial chemist does not attempt to compete with it in the production of pepsin, pancreatin, adrenalin, and the like—all of which are necessary for the body's perfect growth, repair,

and protection. Yet these delicate chemical laboratories in our body may be easily thrown out of order by anger, hate, fear and other destructive thoughts held in the conscious mind. Hence, we must learn to LET our conscious mind work in co-operation with the sub-conscious.

2. *The Sub-conscious Mind is the seat of Memory, Mimicry, and Habit.*

Memory is the power of Intelligence by which it retains a knowledge of previous experiences, occurrences, facts, feelings and thoughts. This is a very different act or power from "remembering" or "recollection," or the act of consciously recalling these past facts and experiences. Success in the matter of "re-membering" or of "re-collecting" the experiences of memory will depend somewhat upon the vividness of the im-

pression and its association with other memories and experiences.

Sub-conscious memory is said to be, in theory at least, perfect. We never forget, for the impressions, like photographic films, are stored away in the experiences of the sub-conscious. Demonstrations of the correctness of this theory that our sub-conscious memory is really a "perfect memory" have repeatedly been made through the agency of hypnotism.

Demonstration: X attends a lecture on a given subject. Later, he admits that he does not recollect or remember much of anything in the lecture. For purposes of testing his "perfect memory" in his sub-conscious mind, he submits to hypnotism, and then he is induced to REPEAT THE LECTURE VERBATIM, and his voice is recorded by a phonographic record. On being restored to his conscious mind, X is per-

mitted to listen to his own voice repeat the entire lecture, verbatim.

Hence, as a result of this demonstration, X, at least, is convinced that he has stored away in his sub-conscious mind somewhere in his system a PERFECT MEMORY.

Others may not be convinced, but this form of demonstration has been used in so many different cases, in so many different places, in so many different countries, in so many different languages, upon so many different subjects—that few intelligent people now doubt that they have a “perfect memory” stored about their system somewhere, but they have not yet learned how to make use of it consciously.

Mimicry, imitation, impersonation, are among the first things a child learns to do consciously and UN-consciously. This power of mimicry is dependent upon Memory.

At the present time, apparently, we measure the "conscious intelligence" of a child by its ability to mimic, imitate and impersonate. Apparently, our whole educational system is built upon this second power of the sub-conscious mind—without much reference to or consideration for the conscious mind of the child. This is merely mentioned in passing, without any attempt to discuss the wisdom of the method. Certainly very little Originality or Independence of Thought can come from this method.

Habit is the unconscious performance of an act or a form of conduct which required more or less of constant attention and effort to learn, such as the habit of walking and of talking, and other more or less highly skilled habits—as of the musician.

This second power of the sub-conscious mind should encourage us to have faith in our power of Memory and lead

us to strive for a mastery of the use of the facts and experiences stored up in our memory films. Thus we shall be aided to a more nearly perfect recollection of these facts and experiences when we wish to use them.

And in the matter of mimicry, imitation and impersonation, we know this all comes through Suggestion, and that this suggestion may be conscious or unconscious, and it may be by another or outside suggestion or from within, by our own "auto-suggestion."

In any event, the sub-conscious mind is responsive to these influences through suggestion and suggestive ideals and experiences.

In the child mind and more or less in the adult mind, the whole tendency is toward imitation and impersonation. In war times, children—male and female—play at being soldiers. This is a demonstration of the psychic princi-

ple that every "idea" in the mind tends to work itself into some form of expression. This expression will be either conscious impersonation or unconscious.

Plant a vivid idea into a child's mind by taking him to a circus and watch the several steps in its development. First, you have the vividly and more or less dramatically suggested "idea" which registers in the child consciousness. This is the stage of "suggestion." Second, if this is well pleasing to the child, he accepts it and assumes to work it into expression.

Third, he seeks to impersonate, represent or imitate the "idea" that was suggested to his mind. Fourth, if this third stage of expression is continued long enough and with sufficient fervor, zeal and vigor, the child gradually emerges into something of a personified expression of his ideal, and very soon this may crystallize into the last or fifth step,

which is an embodiment of the "idea" or ideal first suggested, and this may be clown, acrobat, or ring-master.

These same steps take place within the adult mind with reference to "ideals" which are presented with suggestive appeal to the intelligence of the adult mind. First, the suggestion; second, the acceptance; third, the attempt at expression, which gradually leads to personification and embodiment.

3. *The Sub-conscious Mind is the seat of the feelings and of common sense—or in other words, The Sub-Conscious Mind is the seat of the Emotions and of Wisdom.*

Thousands of people have discovered this most wonderful fact and entertained the idea in a sort of dreamy way, but few if any have ever had the courage to say it aloud. Now, we propose to shout it from the housetops that Wis-

dom and the Emotions dwell in the Silence of the Sub-conscious Mind. Yet we may be obliged to admit that few there be who ever discover how properly to use these great powers of the sub-conscious, just as we needs must admit that there are few who can boast of a perfect power of remembering, although we lay down the thesis that each one has, within his sub-conscious, a perfect memory.

The Emotions have long been thought to belong solely to the Conscious Mind, but it is now known that they arise *from* the sub-conscious INTO the conscious mind. These emotions make up our powers of "feeling joy" or "feeling hurt" or the various forms of the Emotions of Love, as "feelings of affection" and "feelings of religious fervor."

In this use of the word "feeling" we do not have reference to the sense of "touch" or "temperature" or "weight"

—as when we sense a substance with the hand and say it “feels rough,” or it “feels cold,” or it “feels heavy.” These latter are purely *Physical Sensations*, while the former are purely *Mental Sensations*. The one comes from an external physical object; the other comes from an *Internal Intelligence*.

Through the gates of memory, mimicry, and habit, as stated in the Second Power of the Sub-conscious Mind, we have an open highway into the sub-conscious for the control of the emotions by conscious suggestion and the influence of conscious ideals.

It has long been known that the emotions are subject to the influence, direction, and control of conscious suggestion. These facts are as old as the art of oratory, and were age-old in the days of Demosthenes, and they are widely applied in modern salesmanship.

Emotional fervor, or excitement,

gives rise to a heightened vibration in all of the sub-conscious powers, and for this reason it is the "psychological moment" for impressing desired suggestions and ideals in the sub-conscious mind.

This trick of stirring up the proper amount of "emotional fervor" for certain purposes is the whole object of oratory of various types and of "revival meetings." Given a sufficient amount of emotional fervor, and the proper appeal, and most men are ready to donate their last dollar, or to sacrifice life, if need be, for "the cause."

Wisdom is knowing how to do the right thing at the right time—and *Virtue* is doing the right thing at the right time. From these twain, *Wisdom* and *Virtue*, comes *Happiness*. First, you must know what to do and how to do it; and, second, **YOU MUST DO IT**, in order to win happiness.

Now, wisdom, or "common sense," or whatever you wish to call it, does not reside in the conscious mind. It is sub-conscious. All great deeds, all great discoveries, all great inventions, have come out of the sub-conscious mind. Most persons will question the correctness of this statement, but that is because all sub-conscious "gifts" must of necessity be manifested through the conscious mind. Therefore, the conscious mind gets credit for the discoveries and inventions, which in fact come "welling up" from the wisdom of the sub-conscious.

It is claimed by those who know, that our greatest inventors and our greatest captains of commerce and our greatest writers always go into "The Silence," and receive out of the wisdom of the sub-conscious mind, which is in harmony with universal wisdom, all their

great achievements and their great gifts to mankind.

4. *The Sub-conscious Mind does not Think, it Knows; it does not Reason, it Acts.*

This statement of facts seems so obvious that explanation and discussion ought to be unnecessary. Yet the "hard-boiled high-brow scientist" will tell you that it is a moot question, or in the classical language of the corridors of culture they will say, "the man that got that out of his system was skating on mighty thin ice."

We have already admitted that we are not conscious of the sub-conscious, but we made the claim that we know what the sub-conscious is by what it does. That is not claiming very much; it is merely applying the Scriptural Test, "By their fruits ye shall know them."

Most writers and lecturers on this point will tell you that the sub-conscious mind "does not reason inductively, but that it has a power of perfect deductive reasoning."

In support of the correctness of their views they always go back to the various cases of hypnosis where the subject's conscious mind was taken away and he was left entirely to the guidance of his sub-conscious; and from these cases they make the deduction above given. That is, "the sub-conscious mind has perfect deductive reasoning power, and its deductions are ALWAYS in harmony with the premises."

This may be said with equal application to the reflections of a mirror. It does not reason at all, however, but its reflections are in accord with the object before it.

A statement of the fourth and last of the "big four powers of the sub-con-

scious mind" might be better if more concise, as follows: *The Sub-conscious Mind KNOWS and ACTS.*

This eliminates the two negations that it does not think and it does not reason: *It simply knows and acts.*

When cells and tissues are injured, the sub-conscious mind is first to know about it—and it KNOWS WHAT TO DO. It never has to ask the conscious mind what to do or how to do it. However, if the injury is acute and reasonably serious, it will send messages to the conscious mind for its co-operation.

This is equally true when the whole life is in danger. The conscious mind may not know what to do next; in fact, it may be so paralyzed by fear that consciousness is entirely lost, and thus the sub-conscious is left to discover the pathway to safety, and the means of safeguarding life.

Demonstration: Once upon a time, an

early explorer and scientist of this state, California, who was working his way up a high mountain precipice found himself at a point almost up to the summit, but his way was entirely cut off by the sheer rock wall above him; and when he looked, with a view to retracing his climb by a descent, he at once became so overwhelmed with the extreme danger of his position that he lost consciousness. Some time later, he awakened to consciousness at the summit, and in perfect safety, yet very much exhausted.

How he reached the summit he never knew, for at that time the subject of "Sub-conscious Mind" was unheard of and unknown.

Cases are numerous and familiar where persons in their "Conscious State of Mind" were unable to perform certain acts, but fear, fright and danger erased or deleted the conscious mind,

and they could act as freely as if normal.

Illustration: X, in the city of S, was, and had been for years, unable to walk without the aid of crutches, and he usually was moved about in a wheel-chair. The shock of an earthquake and fire alarm frightened him so completely out of his "conscious mind" that his "sub-conscious powers" carried him two blocks in quick time to safety.

Certain it is, the sub-conscious mind accepts suggestions from the conscious mind and acts upon them. It never contradicts or controverts or argues—it accepts what is presented to it as a fact, and uses this as though it were a fact upon which demonstration is to be given.

Mental Telepathy is simply another form of the sub-conscious power of knowing. It is, in fact, a normal state of normal minds, but apparently more

highly developed in certain types than in others. This form of sub-conscious intelligence is more commonly known under the name of intuition, in the case of persons, and instinct in the case of lower animals.

Powers of Sub-conscious Mind: Summary

The Four Powers of the Sub-conscious Mind which we have stated are summarized here for convenience of the reader. They are as follows:

1. The Sub-conscious Mind is the Life Principle operating in us as manifested by the laws of Intelligence.

2. The Sub-conscious Mind is the seat of memory, mimicry, and habit.

3. The Sub-conscious Mind is the seat of the feelings and of common sense. In other words, it is the seat of the emotions and of wisdom.

4. The Sub-conscious Mind does not think, it knows; it does not reason, it acts.

PART I.
SECOND FOUNDATION CORNER-STONE
CHAPTER II.
THE CONSCIOUS MIND

The Mind, Its Divisions:

Mind is a form of radio-active Intelligence. It comes from the vibrations of thinking, knowing, and Intelligent Being. Mind is a manifestation of Life; without Life there can be no Mind, and conversely without Mind there can be no Life. It is not possible, intelligently, to conceive of these as being separated. Life always manifests Mind, and Mind always manifests Life.

Mind may be considered under these three broad general departments or di-

visions: (1) The Sub-conscious Mind; (2) The Conscious Mind, and (3) The Super-conscious Mind.

We have already partially considered the first of these three divisions of the mind, and we shall now take up the second.

The Conscious Mind:

This is our intelligent self-awareness; it enables us to know that WE ARE, and to know something of the difference between ourselves and things which are not ourselves.

The Conscious Mind is the bright area of thought and self-awareness in the spot-light of our Mind Intelligence. Outside of this bright area of self-conscious illuminating intelligence the field of illumination fades into the twilight-zone or border-land of both the conscious mind and the sub-conscious. Beyond this, is the region of the sub-conscious mind. Then, to carry this illus-

trative figure in the opposite direction, we may say the very heart of the bright area of intelligent illumination is the region of the Super-conscious Mind. We shall consider this area in the next chapter.

A Mistaken Idea Corrected:

Because of the very large extent and obscurity and mystery connected with the area of the sub-conscious mind which ever surrounds the illuminated area of the spot-light of our intelligence, many students get lost in this region and its wonders.

These are so great and so far-reaching in their effect that the beginner becomes overwhelmed with the wonder of it and its apparently limitless possibilities, and he immediately elects to give his entire time and attention to a development and re-education of the sub-conscious mind.

This, of course, is a mistaken view-

point. We must give our attention to the WHOLE MIND, with ALL its departments and powers. We can get on successfully toward our Goal of SUCCESS with nothing less than ALL the natural faculties of ALL the departments of our Mind. For this very reason we now devote this chapter to a study of the Conscious Mind, and shall devote the next to a consideration of the Super-conscious Mind.

Conscious Outlook:

The Conscious Mind, then, is the department of our intelligence which is the SELF-KNOWING, SELF-DIRECTING, and SELF-EXPRESSING Life Intelligence in us. It is the EGO, or I AM, in us. It is the consciousness that we are, that we think, that we sense through the five special senses, that we react to these sense-impressions, and thus express choice through

self-direction and self-awareness and self-relation to environment.

Thus, the Conscious Mind has its outlook upon the outside or objective world, through the aid and by means of the five special senses. In this regard it is the very opposite of the subjective mind, which we have considered under the name of the sub-conscious mind. These terms, "subjective" and "sub-conscious," as used here, are synonymous, and the terms "objective" and "conscious," as here used, are synonymous. The objective or conscious mind has its outlook upon the outside world of material objects, while the subjective or sub-conscious mind has its relation to the "great within," and has to do with the life, the emotion, the feeling in us, and is influenced by the outside world only indirectly through the conscious mind.

And, in this connection, it may be

said that the Super-conscious Mind is that department of the conscious thought that is above the direct control of the volition or the rational processes of reflection.

Thus we have, through this higher department, intuitive judgment, faith, hope, intuitive love, which is somewhat different from emotional love, conscience or the "still small voice," reverence, piety, spirituality, and inspiration. All of these being above the cold analysis of reason, are, therefore, Super-conscious.

The Organ of Consciousness:

The Conscious Mind operates through the *brain* and the *cerebro-spinal* nervous system, while the sub-conscious functions through the "great sympathetic system," and solar plexus.

The solar plexus is sometimes referred to as the "brain of the sub-con-

scious," but this is something of a misnomer, for it is simply a plexus or mass of sympathetic nerve ganglia situated back of the stomach. It seems to be the clearing-house of all the vital functions as carried on by the sub-conscious mind. It is thought to be the "seat of the emotions," and reference is made to it in the Bible through the phrase, "bowels of compassion," as tenderness, pity and feeling (II Corinthians vi, 12).

The superior and inferior brain constitute the center of the cerebro-spinal system, and are the seat of consciousness and of volition or will power. And it is generally agreed that the "organic seat" of consciousness is in the frontal portion of the superior brain. This area of the cerebrum is the region, also, of the higher Super-conscious faculties of our mind, as well as being the seat of the Intellect, or knowing self.

Business of the Conscious Mind:

The Conscious Mind has the very important duty of being the thinker for the other departments of our mind. It acts as the adviser and master suggestor for our sub-conscious mind, and the sub-conscious ALWAYS receives these suggestions from our Conscious Mind, whether we know it or not, and it has a follow-up-system of working them into realization that puts modern business methods to shame. In other words, we may get a "rotten consignment of hard luck" today and wonder why, but THE ORDER was placed through the Conscious Mind, maybe years ago.

The Leader:

The Conscious Mind is the leader, and takes the leadership and initiative in all forms of development. When the Conscious Mind gives its order to the sub-

conscious, then that order is taken up and acted upon by the sub-conscious department of our mind while we sleep, possibly, but it is taken up and acted upon—A L W A Y S.

As we have already seen, the sub-conscious never argues or refuses or refutes a suggestion. IT IS JUST LIKE A LOOKING-GLASS: it reflects back to the consciousness just what the Conscious Mind presents to it, but it may be a long time getting that impression back into Consciousness; it will get there in some form or in some modified condition as influenced by later suggestions and orders sent in.

Orders and counter-orders, suggestions and counter-suggestions, clear thoughts and confused thoughts are pouring in as a constant stream from the conscious mind into the "Registration Department" of our good and faithful ally, the sub-conscious mind, with

the result that confusion and great masses and "hunks" of nervous complexes accumulate in our sub-conscious store house of memory—and they all, ALL, come back to us WITH A PENALTY ATTACHED, the penalty of "inharmony."

This penalty is the direct and natural result of our thoughtless thoughtfulness which disturbs the delicate adjustment of the finest system of co-operation known in the entire world, or possibly in the entire universe of Intelligence.

Results of Confusion:

Through this stream of conflicting orders and counter suggestions and hazy, inaccurate thought, pouring into the sub-conscious we accumulate confusion, with numberless nervous complexes. In this way we may be inviting failure instead of success.

Thus it is possible to attract poverty

instead of demonstrating wealth; or one may invite defeat by carelessly spoken words, instead of speaking the word of SUCCESS.

A Chameleon Consciousness:

Under such conditions the sub-conscious mind would have to be very much of a chameleon to adapt itself to all the conflicting orders and suggestions poured in from the conscious mind. If the order is for Love, then it must be redolent with love. If it is Jealousy, then it must be green with jealousy, which suggests the story of the colored maid and the pet.

Illustrative Story: Mandalina, a colored maid, was told by her mistress to care for a pet chameleon which the mistress liked to wear, chained about her neck. Mandalina wore the pet upon her favorite red silk gown, and the little pet assumed a beautiful red in harmony

with the garment. Next, the maid wore a pleasing lavender, and was delighted to see the pet take on lavender as its mimicking color. Unfortunately, Mandalina was fond of Scotch plaid, and when she put the chameleon upon the plaid it tried so hard to match all those varying sections of color that it knotted itself up into a nervous complex—and died.

In most lives the sub-conscious mind receives so many mixed and conflicting orders that it is bewildered into a nervous complex or a complication of complexes, and these prove to be the exciting cause for whatever of ills that flow from them.

Therefore, since the sub-conscious mind accepts from the conscious mind all orders and suggestions as though they were true, and for its basis of operation, we should see to it that ALL thoughts, suggestions, and orders which

go into the sub-conscious mind are correct, truthful, and life-giving in their tone and quality.

And when errors once get into the sub-conscious mind, the conscious mind must then work out a system of counter-acting, nullifying, and erasing these errors and replacing them with life-giving truth.

The Initiative:

The initiative must always be taken by the conscious mind, for the sub-conscious can no more take the initiative than a mirror can take the initiative in the matter of what it is to reflect.

The initiative, then, is one of the distinctive functions of the conscious mind. It is not limited to "taking orders," but it is endowed with the superb power of originating, selecting, and electing those ideas and ideals which are adapted to its plan for success.

If any original work is to be done by

an individual, his conscious mind must take the initiative and plant the suggestion in the soil of the sub-conscious, and then the harvest of originality comes back from the depths of the sub-conscious.

This is a "fine point," and should be given careful thought. All originality must come by way of initiative on the part of the conscious mind, and then this initial plan, purpose, order or suggestion is put up to the sub-conscious mind to use and to build into Life and SUCCESS.

Commander or Way-finder?

It is sometimes said that the conscious mind is the way-finder and the inventor of all plans, purposes and achievements of the individual. This is probably not true. It is more nearly correct to say that the conscious mind is the commander-in-chief, and even if the conscious mind does not know, and

is not able to think out its desired plan or invention, all it has to do is to give its order, plant its suggestion in the soil of the sub-conscious, and success results.

Therefore, while we may not agree that the conscious mind is the "way-finder" for our success in life, we do agree that it is the architect, the initiative-taker and the designer of our new plans and purposes. Then all these orders, commands, plans, purposes, designs, blue-prints and suggestions are taken into the department of the sub-conscious mind where they are carried into execution, and worked into our objective reality of SUCCESS.

Hypnotic Suggestions:

It is the business of the conscious mind to suggest health, to suggest wealth, to suggest success and happiness, and all the other richly constructive suggestions that may be offered to the sub-conscious mind.

It is said that the sub-conscious mind works more effectively upon these suggestions if they are given under the influence of hypnotism. This is apparently true, but hypnosis has taken on so many varying shades of meaning that it is hardly a good word to use in this connection.

It would be better to say that suggestions given under highly intense emotional fervor work most effectively. Commands, even whispered suggestions, given under conditions of extreme mental concentration are usually carried out automatically, as in the case of hypnosis.

Demonstration: X consents to be hypnotised and is given a podocarp of cayenne pepper and told to eat it for it is candy. He eats it with apparently the same relish as if he were eating candy. Then he is told that he has eaten cayenne pepper, and immediately

he begins to show all the distressing symptoms of one subject to that irritant. He sneezes and his eyes water, and he undergoes the acute irritations which usually manifest in the excessive use of pepper.

Then it is re-suggested that X had not eaten pepper at all, but that the substance really was candy. Immediately he seems to experience all the pleasurable effects of one who has just eaten candy.

How Can This Be?

It can be, and is absolutely true, simply because the sub-conscious mind is very like a mirror—it reflects back whatever suggestion is placed before it, whether one of pleasure or of pain.

The sub-conscious, like the mirror, has no choice in the matter. It simply ACTS, and like the mirror, it will reflect back the pain of a scowl just as readily as the pleasure of a smile.

It goes farther than this. It will reflect back poverty just as freely as riches if you hold the "poverty thought" before it. Or, conversely, it will reflect back riches to you if you hold the thought of wealth before it, just as readily as it could reflect poverty.

This is one of the great recent discoveries, or re-discoveries of man: The sub-conscious is neutral, impersonal, receptive and reflective—reflecting back whatever is presented to it. Then it is the business of the conscious mind to plant the suggestions of health, wealth, happiness.

Conscious Causation:

The commands and suggestions of the conscious mind act in the nature of causation upon the subjective, giving rise to the relation of cause and effect. This relation of causation between our conscious and our sub-conscious minds is the spirit of reality. It makes of man

a "free moral agent," an individual personality free to choose good or evil and have it reflected back to him through the outworking of the sub-conscious.

With this knowledge in mind, man is no longer an automaton or a puppet on the stage of life, operated by forces outside himself, but he is a co-worker with Divine Agencies for his own ultimate good. He is the architect of his own fortune, the builder of his own success in life, through his thoughts, words and choices.

The Wax Record:

We have already said that suggestion given under highly intense emotional fervor is better for our purpose than hypnosis (p. 61). And we have noted (p. 37) that emotional fervor gives rise to a heightened vibration in all the sub-conscious powers, and for this reason it is the "psychological moment" for im-

pressing desired suggestions and ideals in the sub-conscious mind.

We may use any worthy means that will be sufficient to arouse our emotions to a higher appreciation of the things of the conscious mind; but this is not enough, it merely sensitizes the sub-conscious powers, and we must go further than this. We must make the right impression upon the sensitized sub-conscious mind, or in other words, we must have the right seal to impress upon the molten wax of the sub-conscious receptivity. We must use the right stamp, letter or character to get the right impression and the right manifestation.

Think in Pictures:

Another way to reach the sub-conscious mind in addition to direct suggestion, hypnotism, and the emotional appeal, is that of concentration; but since this is to be taken up in another chapter,

we shall not take up the discussion here. This power of concentration may be supplemented by the art of visualization. It must be more than a technical thing, it must be made graphic.

If we have not already done so, we must learn to THINK IN PICTURES. Always form mental pictures of the thing under consideration, and visualize these clearly.

This is a great aid in concentration, the art of thinking in pictures. One must possess this art in order to become a great architect or a great artist. In fact, to do any original constructive or creative work, one should be able to think clearly in pictures. By this means one is able to impress the sub-conscious mind and "make it sit up and take notice."

Dynamic Suggestions:

There is a fundamental law of realization which is like this: Whatever man

can adequately conceive, that he can achieve. It should be noted that the stress belongs on the word ADEQUATELY. The conception, or idea, must be clean and clear-cut, and the suggestion must be with such dynamic force that it has power to shake down the bars of resistance and clear old habits out of its way.

More than this, you must make the suggestion kinetic. That is, it must be with action, activity and movement. For example, if the suggestion of health is desired, this must be with the free, swinging, striding movements of health.

Dramatic Suggestion:

The kinetic suggestion just mentioned is merely a form of dramatic suggestion. Think of yourself as an actor playing a part and playing that part magnificently in the great SUCCESS drama of life.

If we wish to make the suggestion of

health, we must get a clear, clean-cut idea of the action of health and make the suggestion and the accompanying action as an actual realization of health—NOW.

The whole suggestion must be a clear and clean-cut realization of a thing present and enjoyed, here and now; and not a hazy, dreamy something to be thought of as in the possibilities of the remote future.

Where one wishes to change a habit, let him think of the habit as a stream flowing at low tide within the limits of its channel; then let him get a clear-cut and a pleasing picture of the new condition, and with dynamic force and kinetic power and dramatic fervor let him make the suggestion that this is coming as a flood-tide sweeping over the channel limits of the old stream, and with swelling tide cutting new channels for streams of habit apart from the old.

This very dramatic fervor will aid him to a realization of the condition sought.

Repetition of Suggestion:

We must not only have the power to make dramatic and even excited suggestions to our sub-conscious mind, but we must not overlook the need of repetition—for it is said the constant drop will wear rock. And more than this, there is a “cumulative increment” that comes with repetition.

For example: If you should give yourself the suggestion that you are in perfect health for a period of ten days, on the tenth day there would be the cumulative benefit coming from all the preceding days of treatment. Or, in other words, the benefit of the tenth day would be ten times as great as that of the first day.

Thus, frequent repetition is an aid to realization through the sub-conscious mind.

Co-operation:

Through co-operation, or team work, between all the departments of the mind, the suggestions, affirmations and ideals of the conscious mind are more fruitful in their effect upon the sub-conscious mind.

All such commands gain their greatest efficiency and produce their supreme creative effect when the conscious mind works in accord with and realizes its essential unity with the Super-conscious Mind. In this event, we have the cumulative effect of both powers for good.

This sort of co-operation, backed up by forceful thinking and highest creative ideals, is necessary in suggestions which are for the formation of new habits. A deep, rich feeling and sincere dramatic force adds to certainty of realization.

Sincerity and Faith:

Sincerity is an absolute essential in

dealing with the sub-conscious mind, for it feels rather than reasons, and it always reflects the meaning and spirit, and not the letter or lip-service. This is true, even though the meaning and spirit of the suggestion is evil, while that of the letter or lip-service is apparent good. If, in other words, you sow hypocrisy and deceit into the soil of the sub-conscious, then you must reap what you sow.

On the other hand, if you sow Faith with sincerity, these you may expect to harvest in the time of realization. The soil of the sub-conscious always yields a harvest true to the seeds of thought and suggestion planted therein. If good, good.

Success Suggestions:

Success lies within the powers of the conscious mind, and there only. If these powers of right thinking, and of making right suggestions to the sub-conscious

mind are not used, then the sub-conscious mind is powerless to give success. It would be as just so much fertile soil in which no seeds had been sown, or rather in which tares had been sown; hence, there could, by no law of possibility or chance, be anything to harvest except that which had been sown.

Then, by right thinking and speaking, and by suggestions aptly spoken, saturate the sub-conscious soil with your ideals of opulence and abundance, of health, wealth and happiness, and your harvest shall be in likeness to what you have sown. It shall be rich in SUCCESS.

Conscious Mind: Summary

Our Conscious Mind enables us to know that WE ARE, and to distinguish self from non-self. It is our self-awareness. It is that department of our intelligence which is SELF-KNOWING,

SELF-DIRECTING and SELF-EX-PRESSING.

The "organic seat of consciousness" is in the frontal portion of the superior brain. If this region be destroyed, the power of conscious self-awareness would be lost.

The business of the conscious mind is that of being commander-in-chief, thinker, and master suggestor for the sub-conscious powers of the mind, and thereby commanding success in health, wealth, and happiness.

Through the power of suggestion, it may rebuild the entire life and fortunes of the individual using this power aright.

PART I.
THIRD FOUNDATION CORNER-STONE
CHAPTER III.
SUPER-CONSCIOUS MIND

Definition:

It is difficult to define exactly what is understood as the Super-conscious Mind, since it is not generally agreed that there is any such distinctive portion of our mind. This should not discourage us, though, for only a few years ago the Sub-conscious Mind was not recognized as a separate faculty of our intelligence. It is a great recent discovery, or as we have said, re-discovery.

The Super-conscious Mind is that department of our conscious thought

that is above the direct control of our power of will, or of our rational processes of reflection.

It is sometimes called the Divine, or Universal Mind. It is related to that Mind.

Thus we have through this higher department of our mind, intuitive judgment, faith, hope, intuitive love, which is not the same as emotional love. We also have what we call our conscience, or the "still small voice" within us, and reverence, piety, spirituality, and inspiration. Some of these may be described as "the higher vibrations of common decency," and all of these being above the cold analysis of reason are classified as Super-conscious.

While they are all more or less closely and directly related to our consciousness, yet they are related with almost equal intimacy with our sub-conscious mind. Hence, we never "reason out"

that we are in a spiritual atmosphere; we simply sense it through the "feeling power" of the subconscious.

An Explanation:

It will be unnecessary and unprofitable to discuss those phases of the Super-conscious Mind which, at present, are merely moot questions. For this reason, we shall limit our discussion to those qualities and powers of the Super-conscious that relate directly to "life more abundant," or our power to realize success in this life.

These relations come through three very distinctive channels. They are (1) Concentration, (2) Meditation, and (3) The Silence. Since these are very important channels of power, and since these words are used with peculiar aptness and technical meaning in this connection, it will be quite necessary to clear up the common confusion and misunderstanding in relation to them.

(1) *Concentration* is a positive attitude of riveted attention. It is an act of marksmanship. It aims at a definite target, and is loyal to its purpose through attention.

(2) *Meditation* is an easy, fluent, discursive form of thinking. It is the attitude of "let" and not of "make."

It does not have the white-light of intensity that characterizes concentration. It is more liberal and diffuse in its style. You just think easily upon the subject under consideration. You meditate instead of concentrate.

Meditation is a word commonly used in a spiritual sense, including spiritual meditations, aspirations and inspirations.

In meditation you may browse leisurely upon the subject under consideration, while on concentration you are punctiliously loyal to the question under consideration.

In concentration you permit no mind-wandering, no gathering of vagrant thoughts. On the contrary, you have the art and power of focusing your mind upon a certain restricted area of thought, and you adhere to that until you have accomplished a certain definite objective.

This subject of concentration will be considered at length in another connection, but it is necessary to understand something of its meaning and use in this particular relation.

Meditation and Concentration both have a vital relation to the Super-conscious Mind in our demonstration of Success.

(3) *The Silence* is not a state in which we pre-conceive all we are to think, but it is sane response to spiritual influence. It is a state of spiritual poise and receptiveness; but not merely of idle receptivity.

The Silence is more than physical silence, or the ability to get away from all physical sounds and all noise. We may be able to do this and still be a long way off from the Silence, just as one may go into a church without any attitude of reverence or worship. One may go into the Silence anywhere, regardless of location, even in a boiler factory or upon a battlefield.

The Silence is something like a prayer attitude, but it is not an expressed wish, for that would be telling the Infinite Love and Wisdom just what to "pour into us" instead of holding ourselves receptive for it.

The Divine Presence:

We have said that our Super-conscious Mind consists of all our conscious thought that is above the direct control of our power of will or our rational processes of reflection. It is the Divine or Universal Mind as expressed in hu-

man thought, and may be thought of as our consciousness of the Presence of Deity.

But who, where, and what is Deity? It is simply our "conception" of God. It is a word we use to designate the Infinite Super-conscious Mind of all the Universes in Time, Space and Eternity.

God, or Deity, is Infinite in all His Divine Attributes. The mind of man is, apparently, FINITE. We say "apparently" finite for WE HAVE A FEELING THAT IN SOME WAYS IT IS ABSOLUTELY INFINITE.

A Popular Fallacy:

We have been taught from time immemorial that the "mind of man is finite," that man is a "poor worm of the dust," that man is a poor, sinful creature, that "man is an ally of the world, the flesh, and the devil, to oppose the will of God," that man is reprobate and the heir of all evil, and thousands of other

inane, insane, unsound and UNTRUE teachings and statements regarding the SOUL of man. It is about time for us to have a MENTAL HOUSE CLEANING, and we should make it a SPIRITUAL house cleaning as well.

No living human soul has ever been able to demonstrate that the mind of man is finite and a thing of limited power. On the contrary, the Great Teacher said, "ALL POWER IS MINE," and "I and the Father are ONE."

What God Is:

We have been taught that God is INFINITE, while the mind of man is FINITE. Hence, it is impossible for us to comprehend the meaning of the word that designates the Infinite, since the finite cannot comprehend the—Infinite. Let us erase that sort of teaching and kick it into the "junk heap." Let us say: THE MIND OF MAN IS SO NEARLY INFINITE IN ITS POW-

ERS THAT NO MAN HAS EVER YET REACHED THE LIMIT, A LIMIT, or ANY LIMIT TO HIS OWN INHERENT POSSIBILITIES.

The mind of man is so nearly infinite in its powers that man may know all that it is NECESSARY for him to know about any subject, any power, or ANY INTELLIGENCE IN THE WHOLE SCOPE OF ALL THE UNIVERSES OF TIME, SPACE, AND ETERNITY OF ETERNITIES. THERE IS NO END OR LIMIT TO THE POWERS OF MIND. GOD IS MIND.

"Electricity IS"

When asked to explain the properties and powers and characteristics and origin and extent, et cetera, of electricity, Mr. Edison answered: "*Electricity IS, use it!*"

When we become so absurdly sophomoric that we have to ask all sorts of inane, insane, and asinine questions about

who God is, and where God is, and what God is, LET us remember how little we know about even so common a thing as ELECTRICITY, and take the answer as correct, "Electricity IS."

So with equal reverence and equal righteousness we may say, "God IS, use His Divine Presence! Use His Divine Power! Use his Divine Love! Use His Divine Wisdom! Use His Divine Riches! Use His Divine Harmony! Use His Divine Guidance!" And THAT is why we GO INTO THE SILENCE, for His Guidance.

God IS:

"God is ALL, and in ALL,—In Him we live and move and have our being." "I and the Father are ONE!" "ALL Power in Heaven and earth is given me," to accomplish the works given to me of the Father.

Therefore, we may say, God is whatever of Good we may desire, whatever

we may want to manifest, whatever we may wish to attain. No matter what good thing we may desire, God is That: God is Life. God is Light. God is Truth. God is Youth. God is Harmony. God is Health—there is no Age or Decrepitude in Him. God is Divine Riches and Wisdom and Peace.

God is whatever we may conceive the Divine to be. "To the just He will show himself just; to the froward, He will show himself froward."

How to Go into The Silence:

No formal Brahministic method is necessary in order to go into the Silence. It is well, however, to be in as quiet a place as possible in order to shut out distraction from physical environment; and it is well to assume an easy position of relaxation, either sitting or reclining.

Seven Steps:

When we go into the Silence we may

use, where possible, the following seven steps:

First step. Find a place of quiet and take a position of easy restfulness, sitting or reclining.

Second step. Give the body, mind, and spirit up to complete relaxation. REST! Get rid of all struggle, all anxiety, all fear, and just let go and REST.

Third step. Take a few moments for concentration upon the purpose of going into the Silence and the attitude of receptivity—willingness to receive.

Fourth step. Take a second period of relaxation in which body, mind and spirit are given complete freedom from struggle, fear, anxiety, or any feeling that we have to MAKE something happen. Just REST!

Fifth step. Hold an attitude of relaxed but “selective receptivity” in which we are receptive to that which

we have attuned our thought: If to be good, then to Goodness; if to be wise, then to Wisdom; if to be original, then to Originality. We are always and absolutely immune from all wrong influence. Sometimes, it is well to affirm this in order to get free from fear.

Sixth step. Let go of everything we want and everything we don't want. Let go of all fixed concentration. Just let go of everything. "*LET*" is the keyword. We do not have to MAKE anything, or struggle to DO anything. We just LET the Super-conscious Mind commune with the Divine, with the Infinite Presence.

Seventh step. Meditate upon some words of realization: "I am created in the Image and Likeness of God. I am an heir of Universal Good. I am at One with the Highest Good. I AM and ever more I AM!"

End by a spirit of thanksgiving and a feeling of glad appreciation for the good that comes to us only through the avenues of the Silence, and from our Super-conscious contact with the Divine Presence there.

Principles, Not Things:

When we go into the Silence we cease to think about THINGS; we think about PRINCIPLES. When we think about beauty, we are not to think of a person or flower that is beautiful; but just think of the principle of beauty. When we wish to think of Good, we do not think of some person who is good; but we think of the quality of Goodness, or the principle of goodness. We give our super-conscious attention to Being, and not to becoming. When we are in the Silence, we seek to give ourselves up absolutely to pure being.

In the Silence there are perfect principles—not individuals and materials.

There is the perfect principle of Love—although somebody may hate somebody else. This personal incident does not neutralize or destroy the principle of perfect Love. There is a perfect principle of mathematics, but this is in no way neutralized or changed simply because some person makes mistakes in his application of mathematics.

When we contact the Super-conscious Mind in the Silence, we shall know that there is something in us that has never sinned, that has never been sick, that has never committed an error at any time, and That Something is the Divine Presence.

That Something is the Touchstone of all our harmony and health, of all our riches and wealth, of all our joy and happiness, of all our attainments and SUCCESS. It is a desire for contact with THAT Something through our

Super-conscious Mind that leads us *IN-TO THE SILENCE*.

What We Gain:

What we gain from the Silence is as varied as the varying personalities who go into the Silence. We should let go of all physical and psychical things. We do not seek to find a master or a control, but we seek to BE a master and to control in the matters of our own personal experience. We avoid all thought of becoming psychic or of being filled with psychic illumination.

In the Silence we can feel, with Emerson, "I the unperfect adore my own Perfect." Or with Paul de Saulus, we may feel "Christ in us the hope of glory." Or with the great scientist and philosopher, Herbert Spencer, we may feel, "There is One source of Power, from which we receive ALL Power."

Or, in the language of religious phil-

osophy as held by the Monists, we may say:

“There is One substance from which all things come.” All is One, and one is ALL, as is taught in Hermetic philosophy from the Ancients.

We cannot strike so much as a single blow without hitting ourselves—for all is Unity. The Silence will help us to come into contact with the Unity of the Universe.

Some think they are too busy to spend time for going into the Silence. They prefer to “struggle on in their business!” But it need not take long for realization in the Silence. Ten minutes will work a wonderful change in our attitude toward life. Thirty minutes may be given, and to better advantage, for when we come into a right relation with all things, then all things shall be added unto us, as we need.

Time and Purpose:

There should be a regular time for going into the Silence, as well as a regular time for our business affairs. A few minutes in the morning will start the day in the right way. A few minutes at night will clear out the nervous complexes and erase all that is undesirable and give reality to all that is good. It will "tune us in" with the wave-lengths of the Super-conscious and the sub-conscious as well, and give us a restful preparation for the next day.

We must note the difference between the Super-conscious Mind and the sub-conscious. The latter is a storehouse of plans and purposes and impressions, but the former is the original source of these. In the Silence we gain inspiration and illumination.

The Silence gives us the power of mastery; for there we gain inspiration

and illumination, and are enabled to speak as one having authority.

This great inspirational value of the Silence is so fully realized by successful business men that there are now "closets for the Silence" in the back offices even of busy Wall Street.

These men know that whatever gives them POWER helps to give them Mastery—and that is why they go to the fountain source of ALL Power, in the Silence.

We should go into the Silence every day to gain touch with the Super-conscious Mind, for when we have come in contact with the Divine Presence, we are then in harmony with the principles of Universal Success.

Summary:

The Super-conscious Mind is that part of our conscious thought which is above the direct control of our volition, or our rational processes of reflection.

Through this department of our mind we develop intuitive judgment, faith, hope and intuitive love, which is not the same as our emotional love or sex love.

Through these higher faculties we also have contact with "the still small voice" of our conscience, and the higher phases of piety, reverence, spirituality, and of inspiration. We develop these by going into the Silence.

In the Silence we develop a conscious realization that GOD IS, and we learn to use the Limitless Powers which He gives us.

PART I.
FOURTH FOUNDATION CORNER-STONE
CHAPTER IV.

“MENS SANA IN CORPORE SANO”

What It Means:

Nearly three thousand years ago a man of splendid stature and superb physique stood on the banks of the Tiber and in a rich, virile, colorful, musical tone of voice intoned as in a chant: “M-e-n-s s-a-n-a i-n c-o-r-p-o-r-e s-a-n-o!”

And it would have done your soul good to have heard that rich, virile voice intone with masterful vibrations that classical old maxim which had come over from the land of art and culture, old Hellas.

It was Hellenism in a new tongue, and it demanded: "A Sane Mind in a Healthy Body."

Just Try It:

Picture to yourself the most handsome athlete of ancient Hellas, or if you prefer, picture to yourself an Hellenic god or goddess, or even a Roman gladiator, and stand him there on the banks of the Tiber and then you intone for him. Repeat this meaningful maxim over and over again, and saturate yourself, your conscious mind and your subconscious mind and your very being with the Ideal of Perfect Health as you chant: "*Mens sana in corpore sano!*"

Make it echo from shore to shore, and from your waking hours clear over into your dreams. Chant it, sing it, vibrate it, and intone it—but always with the picture of perfect health as YOURSELF, standing there before you.

All in Mental Attitude:

When you try intoning this maxim of perfect health and physical development you should think intently upon the meaning, and see it there before you in perfect embodiment: "Mens sana in corpore sano," "A sane mind in a sound body."

Let us think of that sane mind as being perfect in all its departments; in the sub-conscious functioning in perfect health and perfectly beautiful physical development; in the conscious mind functioning in perfect intelligence through sense perception, will power, imagination and intellectual keenness and grasp; in the Super-conscious Mind as functioning in perfect faith, hope, intuitive love, piety, spirituality and inspiration with reverence for all the higher experiences of success in life.

Attention to Physical:

After we have thought of mental per-

fection in all its departments, we must concentrate upon the physical basis or home of the mind; that is, we must visualize our perfect body in perfect health and symmetry and beauty, like Apollo Belvedere or Venus de Milo, standing there upon the banks of the Tiber and intoning for us and AS our very self, "Mens sana in corpore sano!"

Think, as nearly as possible, of every feature, form, organ, gland, tissue, fiber, cell, nerve, neuron—part and particle—of the physical body as being in perfect magnetic vibration, perfect vibration of harmony with the Source of All Health. We thus tune our thoughts into harmony with the Divine Presence, catching the wave-lengths of perfect Being.

Prophetic Desires:

Every desire within us—every inherent, normal, natural desire—is prophetic in some way of its own fulfill-

ment. All such desires are of Divine origin, given to us for a high and holy purpose. The desire for continued health, the desire for vigorous womanhood or the desire for virile manhood, the desire for activity and happiness through achievement, each and all are prophetic of fulfillment in our life.

We are rid of the foolish teachings of the ignorant ascetics of past generations, for we know that nothing is evil but ignorance and error of thought may make it seem so for a time. It is merely a shadow of wrong thought upon the light of the good, the beautiful and the true. It is erased, by right thinking, from body, mind, spirit.

Desire Fulfilled:

We desire physical health and beauty, and rightly so; and we must not be at all discouraged if we do not step into the likeness of our ideal at once. It is a

matter of growth: we grow to what we desire.

We cannot become a poetic artist by just "affirming day by day in every way" that we are such. Nevertheless, this helps, as has been shown in the life of the most musical poet-laureate of modern times. When a mere youth, he offered verse to the magazines for publication; it was returned to him with the gratuitous information that the youth was not a poet. It is said he would gaze at his image in a mirror and affirm, "I am a poet; I am a great poet;" and he kept this up for twenty years—until he was crowned poet-laureate of the Victorian epoch of world literature.

That is what we mean by Success Psychology, the loyalty to an ideal that leads to its highest realization. The sensitiveness to a lofty purpose that reaches the very depths of being and lets the hunger of its desire lead to highest

realization, in and through continued affirmation that "I AM, and evermore I AM."

True, it takes work; but work is play and a joy when we see ourself growing into our highest ideal of Success. Therefore, we are willing, yea, eager, to work through the natural avenues, the natural channels of evolution or growth into our ideal, for we know that artistry is not attained by just sitting dreamily and affirming "I am a great poet." It takes work!

"Wonderful, Wonderful Me!"

The great philosophers and teachers of certain ancient schools taught their disciples to fold their arms across their breast and look up to the stars at night and intone for hours at a time, "Wonderful, wonderful ME!"

And they did this with the most profound reverence and respect, for they were seeking to understand the mean-

ing of the words which teach us that we are created in the "Image and Likeness of God." Certainly it would take a stretch of the imagination beyond the limits of the milky-ways of the most remote "spiral-nebulæ" of remote and unknown UNIVERSES before we could get any inkling that we are in the Image and Likeness of God. Try it some clear night and see how far the imagination can reach.

Then, after the imagination has gone out to universes that are thousands of "Light Years" away from us—light beams that had to start hundreds and even thousands of years before we were born in order to meet with our sense of sight on the particular night when we are shouting "Wonderful, wonderful me!"—THEN TURN, and look in the OPPOSITE DIRECTION. Leave the giant telescope and use a compound microscope.

Study a single cell of blood, or any other cell from our body, and realize that the little particle which is invisible to our naked eye is, itself, a **SYSTEM OF SUNS, STARS, AND UNIVERSES, RELATIVELY AS REMOTE,** atom FROM atom, electron FROM electron, ion FROM ion, as the other starry universes in the heavens above and beyond us. Then shout again, "Wonderful, wonderful me!" Then try to get hold of that Divine Concept that there is "no great or small." Get hold of the idea that a single red corpuscle from our blood is as wonderful and as complex and as mysterious as are all the stars of the milky-way of our Solar Galaxy.

Then, perchance, something of the wonder and splendor of the Divine Likeness may be revealed to us in and through our own body. Let us think of the "telegraph system" which we find in our body when we study the minute

structure of the finer nerve filaments—for they are “spun out as thin as films of light.” These nerve filaments, so fine that it would take hundreds of them to make a thickness as great as that of a hair, and the tiny blood vessels almost equally minute, are refined to so delicate a texture that they are able to reach every cell of the most delicate tissues of the body, even to permeating the cells of the heart and brain, and aiding to repair, rebuild and keep these organs in perfect health.

Concentration of thought and pious meditation along these lines will help to draw aside the curtain of doubt and obscurity, and reveal to our Super-conscious Mind something of the meaning and wonder of the teaching that we are “created in the Image and Likeness of God.”

Then we shall have all the greater reason to seek to keep the temple of the

Divine Presence in perfect order: to keep our body in perfect health, and to train it to highest efficiency for success in life.

Agencies in Physical Culture:

These agencies of physical culture and physical well-being are three in number: (1) *Food*, (2) *Exercise*, (3) *Cleanliness*.

Before we take up a consideration of the three agencies, let us give a few moments to a consideration of *The Principal*. There can be no relation of agency unless there is a principal. The principal here is the EGO, the conscious "I AM," in us. It is the sum total of all our mental faculties—all the departments of our mind. We can have no body without a mind, of some sort, and the body we build is, more or less, in keeping with our ideal of what it should be—or, possibly, we should say it is in

keeping with our lack of an ideal. We just "let it grow up" or "go to smash," as the case may be.

Now, it ought to go without saying and be generally understood that, in order to have successful body building, we first of all must have an intelligent principal with lofty ideals of what the body should be.

That intelligent Principal is the Mind or Self within us. That is the starting point, and the basis of all body building. Much of the so-called intelligence which our principal is endowed with has come to us through "race inheritance," instinct, and pre-natal influences. Much more of it comes through environment and sub-conscious suggestion in early childhood. Then the problem is up to us—possibly to drift on in an aimless, indifferent manner, or, possibly, to reorganize "the home office

through educating the principal," and building anew.

(1) *F o o d s* : A food is an element, material, or substance outside the body or stored within portions of the body tissues, which may be taken into the vital currents of the body for its growth, maintenance, or repair, and for physical activity in work, play or propagation.

Thus, we include within the scope of the term Foods such diverse substances as air, the atmosphere we breathe, water, fruits and vegetable foods, and foods of animal and mineral origin.

In the order of their vital relation to post-natal life, we can see that AIR takes first place. We can live only a few minutes without the "breath of life." Yet it is possible that *correct breathing* is the most completely neglected function of life. We must learn to breathe! And learn now.

Learn to Breathe:

Since air is a vital food-giving element we must learn to use it. We do this by proper breathing, by proper mastication of air with our foods in our mouth, and by a proper exposure of our skin to the air.

Use all these methods, but principally deep breathing. Get rid of the little, irregular, gaspy sort of "sipping the atmosphere," and take a regular series of man-size breaths down deep into the lungs so that you can feel it.

If you live a mile or so from your work, walk to and fro. As you take four vigorous steps inhale a deep breath gradually, as you take the next four steps, hold the breath in your lungs, and as you take the next four, gradually exhale. Hold the lungs empty, so to speak, for the next four steps—and then repeat the performance for the entire mile, counting on fours. Personally,

we find counting on eights better for us in taking our vigorous walks than the fours.

Seek to avoid the little, nervous, choppy pace, and step out like an athlete with a strong, swinging stride that gets you somewhere on the road to health.

This outdoor walking-breathing exercise taken two or three times a day, up to four or six miles, if persisted in day in and day out will work wonders in health, in appetite, in mental activity and power, in elimination of waste matter from the system; and thus, by getting rid of these poisonous materials, the skin is cleansed and the complexion is improved to a normal tone.

This method of learning to breathe must begin with a vigorous conscious effort and persistent continuity of effort until it has become a habit. That is

what we are seeking, the habit of deep breathing.

Use a "follow-up-method" when you talk by taking deep breaths and by speaking in a deep clear resonant tone of voice. Get out of the little-shallow-picayunish-imbecile sort of chatter, and talk like a god or a goddess, with a personality back of it.

Use your "follow-up" again at night when you "lay me down to sleep." Breathe deeply and rhythmically, for a few moments, and thus give the subconscious mind the cue to work through the hours of sleep in building the very habit you seek, the habit of deep, rhythmic breathing for health and happiness.

Learn to Drink:

We must next learn to drink, or we may learn it during the time we are learning to breathe. We must do this, because water is the second most im-

portant food element, and because more than three-fourths of our body weight is made up from water.

Pure, cool water is the best drink known, and second to that is good, cool dairy milk. These are both "natural foods" and are conducive to health and longevity. Third position is held by natural fruit juices in the matter of health-giving drinks. These three cover the entire range for health and happiness, for youth, maturity and longevity. All artificial drinks are unnecessary, and most of them are poisonous to the system. These should be avoided at all times.

Start the day right, by drinking a pint of good pure water. Take it hot or cold, as you like, but do not overdo. Some prefer a glass of fruit juice, but it must be real fruit juice. Most of the stuff sold as natural fruit juice drinks

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is a synthetic, poisonous mixture, and unfit to drink.

Drink freely throughout the day, taking a total of a dozen or more glasses of water for the daily ration. Drink freely at meal time and when you take exercise.

Cures resulting from the use of natural mineral water from mineral springs might as readily have resulted from taking good, cool distilled water—for it is WATER that does the health giving and not Epson salts or sal soda. Therefore, drink plenty of good pure water for Health and for Happiness.

Learn to Eat:

Now that we have learned to breathe, and learned to drink, we must learn to eat. We must eat to live, and not live to eat. We must eat when hunger warns us, and try to seek out and find the things we hunger for, and satisfy

that inner hunger or craving for the thing Nature tells us we need.

Then we must learn to distinguish between hunger and appetite. There is a vast difference. We know people who seem to have or to be possessed by abnormal appetites. They seem to be a sort of "two-legged swine" whose chief indoor sport is to satiate appetite.

We should eat when we are hungry, and we should not eat when we are not hungry, not even at social functions just to be polite. Our health and self-respect is worth more than the opinions of the thoughtless swine.

What to Eat:

Our regimen of daily food should be determined by our daily habits and our local environment — the climate, the weather, the sort of work we are doing; and very much depends on age and mental attitude.

Personally, my mother is nearly

eighty years of age and she has never eaten meat, fish, flesh or fowl, at any time; while my father is past eighty and he is quite decidedly omniverous. He eats anything from decomposed salt-mackerel and putrid Limburger to the most delicious fruits, and drinks anything from poisonous "moonshine" to the finest wine of rarest vintage, and copiously of cold water. They are parents of five adult offspring, and are active and happy at eighty. There you have it. Take your choice, vegetarian or carnivore.

Five, Three, or Two:

With some nationalities five meals are said to be the custom, while in America we have the traditional "three squares per," for our custom. Three meals are all right for active workers, and especially in cold weather and exposed occupations; but two are better

for persons engaged in sedentary work, and especially indoor work.

Two or three glasses of water and a few minutes in the Silence affords a better preparation for a successful day of active, thoughtful work than great gobs and hunks of fried, greasy, indigestible vegetable products, and tainted meats from the packing plants, all swashed and sloshed down with great gulps of bitter, black coffee. This aids the "drug doctor" and undertaker, only.

A Better Way:

A better way is to build our body with suitable food—one meal of fruit exclusively each day. In sedentary work, a fruit breakfast should always afford sufficient nutriment and tonic qualities to keep the body in fit condition. Where only cold water and happy thoughts are used for breakfast, then the fruit meal should be at lunch time.

This saves the evening as the time for

the heavy meal, and this may consist of cooked foods, soups, relishes, salads and foods of the more highly nutritious type. Sugars, salts, and OTHER POISONS, such as black pepper, should be used sparingly.

If you need sweets, get them from ripe fruits IN A NATURAL STATE, and do not take the highly poisonous chemically made stuff masquerading as sugar.

The Vitamine Family:

Get acquainted with the Vitamine Family right away, the sooner the better. They will help you in your business. There is Alpha Vitamine, and Beta Vitamine, and Cappa Vitamine, and the rest of them—and they are always friends of ours. They are vitalizers. They give us vitality. They are good for our vitals, and they tone up our vital organs. They fill us up with vitos and the quintessence of vital fluid.

They are the vital and essential part of our diet. They are the *vis vitae*, the vigor of life in us. They are a great modern discovery growing out of a study of such diseases as beri-beri, the scurvy in polar regions, and anæmia.

The vitamine family cures these and many other physical ailments immediately.

Where to Meet the Vitamines:

We may be surprised to learn that these vitamines are old friends of our family. We have known them, subconsciously, all our lives—otherwise we should not have lived.

We find them in milk and dairy products, butter and cheese. We find them abundantly in ripe fruits, fresh and *uncooked*. We find them in practically all vegetables, and especially in those we like, such as sliced ripe tomato salad. Creamed cold-slaw salad is another fa-

vorite, and perhaps the greatest favorite of all is lettuce.

Cooking seems to have a destructive effect upon the vitamine group. Therefore, eat plenty of UNCOOKED FOOD, daily, in order to get plenty of vitamins. Raw milk, raw vegetables, fruits and nuts, are best.

Carnivorous Animals:

Cannibalism, the practice of eating human flesh by human beings, is clear out of style. Carnivorous animals are going out of style; they are reaping what they have always sown, wanton destruction. The meek are inheriting the earth: sheep and cattle and kine and poultry, and some swine.

The flesh eating nations seem next in order to go. Look at Europe, and while we look at Europe, and her principal meat eating nations, let us remember that America has the largest amount per capita in her record for meat eating

of any nation in the world. Let us think that over, and change our diet that we may live. We would be a happier nation as fruit, vegetable and grain eaters, at peace with the world, than as a destroyed nation of meat eaters.

Cultivate Two Maxims:

For better health and greater happiness, and more certain progress toward the goal of Success in life, let us cultivate these two maxims:

First, "Eat Less Meat!" If we eat meat three times a day, then eat less meat. If we eat meat only one meal a day, then, also, eat less meat. Experts advise us not to give up meat too suddenly, but gradually. Take a little roast turkey on Thanksgiving Day for a few years, then "eat less meat."

Second, "Eat More Fruit!" And when we eat fruit, we must not take a lot of other food at the same meal.

Fruit is rather choice in the matter of its associates; it prefers live associates to dead ones. Do not eat a lot of cooked food and top off with a fruit desert, and then say that the fruit did not agree with you. The trouble was, you did not agree with the fruit, for, as we have said, fruit is rather choice in the matter of its associates. Therefore, do not put live, vitalizing fruits into a stomachic morgue and expect pleasant results. The tendency is to cause still another funeral.

The whole principle here involved is this: "It takes life to support life." If so, then surely we must eat live, vitalized foods—full of vitamins—in order to give vitalized energy to our body. Nuts are good, but when you eat nuts take them sparingly. Chew them up—masticate them into a creamy paste in the saliva of the mouth, then they are easily digested. In fact, in this way,

you are emulsifying the oils and protein materials of the nut-meats so they are now become chyle-like and ready for absorption through the lacteals of the alimentary tract, and taken into the circulatory system. This is the right sort of "Fletcherizing," and it is the greatest possible aid to digestion, assimilation of the food-value portion and the elimination of the waste portion.

It is said that a lettuce-leaf salad with nuts, properly masticated, and garnished with happy thoughts and a pleasurable environment, will serve as an insurance policy for good health and a stepping-stone to long life.

And since the purpose of food is body growth, maintenance, and repair, and physical activity in work and other life functions, this leads up to a consideration of the next topic—Exercise.

(2) *E x e r c i s e* — is our second agency in physical culture and physical

well-being. It is used in this connection as including all forms of bodily exertion, work, labor, physical development and play.

The whole purpose of life seems to be one of activity, but many seem to mistake it for one of passivity. This activity of life is not limited to physical activity at all, for mental activity is the dominant and essential thing in determining life conditions.

The purpose of food, as we have already said, is to provide and store up material for activity in the bodily functions. And in order to keep the body up to a condition of health we need a certain amount of supplementary exercises for physical development and physical well-being.

Hunger Warnings:

When we yawn, Nature is warning us that we are in need of an additional supply of the life-giving oxygen we get

from breathing. When we stretch, we are receiving a similar warning that our body is in need of exercise.

There are types who get their principal exercise from yawning and stretching, and it is said that it is possible for one to stretch himself into perfect health. This is probably quite true, but we should not trust to sub-conscious guidance alone in this matter. In other words, we should develop a system of conscious stretching, and in this way keep the muscular organism of our body in perfect working condition.

This is not only possible, but it is a splendid form of physical culture.

Stretching Exercises:

First thing in the morning upon waking, and before rising, stretch every muscle of the body, or at least all the large external muscles of the body. Do this quite carefully and vigorously.

Begin with the clenched fists and

stretch the arms and shoulders and neck and lungs and diaphragm. Then stretch the spinal-column out as long as possible and let the muscles relax gently for a time. Stretch the muscles of the loins and thighs and legs and feet and toes. Stretch the muscles of the jaws and ears and nose and eyes and mouth. Have a regular system of deep breathing and stretching exercises to go through every morning, and give at least ten minutes to this exercise daily.

Second, throughout the day whenever a period of weariness or lassitude comes to us, we should stretch in response to it until we are thoroughly refreshed and revived. This is such a simple matter that it may be used in the business office or lavatory, and without notice from or offense to others.

Use a standing method of stretching, or a sitting posture if best. Stretch upward as much as possible, in opposition

to the constant pulling effect of gravitation. Lift the body up on the toes several times as the arms are repeatedly stretched above the head.

Keep one foot in position and extend the other as far backward as possible, and in this way stretch the entire body; and then reverse this operation for the other foot.

Third, live outdoors as much as possible, and be generous in outdoor activity. Have a time for work and for play, and for systematic daily exercise. And do not forget the spirit of generosity; it is both a creative and a recreative spirit. It is closely akin to genesis and generation—both the spirit of creating anew. In other words, be good to your body and your body will be good to you.

At night, when you retire, put yourself to sleep by a system of deep breathing and stretching out of the spinal-column and a relaxation of the entire

system. Develop the spirit of generosity in your Solar Plexus, and store up generative power there for the opportunities of the following day. Thus, in the hours of sleeping, we lay the foundation for Success.

(3) *Cleanliness*—is the third agency in physical culture and physical well-being. It is used in this connection as including all forms of bodily cleanliness, mental cleanliness, and spiritual purity. Yes, that is right: it covers the whole scope of life-activity in body, mind and spirit. In theory, ALL must be clean or none is clean.

In this three-link chain of agency, we find it no stronger than its weakest link. If one be weak, the entire chain is weakened. If one be impure or unclean, the entire chain is corrupted. All is unity; and unity is all—through co-operation of these three, body, mind and spirit. The spiritual nature leads

the mental, and the mental endowment safeguards and directs the physical well-being.

Spiritual Cleanliness:

As we have just said, the spiritual nature leads and influences the mental, and thus reaches through to the physical being. For this reason physical purity is impossible without the higher inspiration and guidance of spiritual purity. What do we mean?

We mean that every human being must have a lofty conception of Deity and His Divine, Spiritual Purity, if he himself would also be pure in life. We cannot be devotees of Baal and worshippers at the shrine of Moloch or of Astarte and maintain high, spiritual or even physical purity. The ideal lowers to the error of the real.

We must remember that God is the Mirror of Truth. To the froward, He

shows himself froward; but to the pure,
He is Purity.

Mental Cleanliness:

Mental cleanliness is as essential to physical cleanliness as sunlight is to the day. Or, to say it in another way, we may as well expect to find physical cleanliness and purity of person associated with mental impurity as to find pure and wholesome pictures upon the screen when we are running a reel of vile negatives through the projector. It cannot be done that way.

We must change our films through the influence of re-education and higher ideals, and when our films in our mental-projector are clean and wholesome and pure and inspiring, then they will objectify upon the Screen of Life as a "Sane mind in a sound body," or as a pure mind in a clean and a healthy and a beautiful body.

Physical Cleanliness:

With a preparation of spiritual purity and of mental cleanliness, physical purity and cleanliness of body will flow therefrom as naturally as pure water from a mountain spring which is fed by the melting of pure, mountain snow. It is the law of the fountain and the law of life: like begets like. Purity begets and supports purity.

Physical well-being in cleanliness and health and beauty are merely projections on the screen of life from our mental films, or the mental films of others. The Orientals have an adage to the effect that if we would have perfect children, then begin with the great-great-great-grandparents. Thus, with six or seven generations bred up to a high standard, we may begin to expect improvement in the offspring.

Elimination:

Cleanliness comes largely through

elimination of waste material. Chiefly, there are three forms of elimination, and to BE EVERY WHIT CLEAN, use all three!

First, eliminate—get rid of—all false and foolish and childish ideas about God and our relation to Him. Erase, sublimate, and eliminate these from your system, and don't try to leave a VACUUM in their place. It can't be done. Replace the simple and the childish by the adult and supreme. Think in terms of "Light Years" and "Spiral Universes" being created in the limitless spaces of God's great hands, and then think that you are just beginning to think about thinking of the possibilities of human thought, and the LIMITLESS STRETCHES OF IMAGINATION! And keep sane and sweet; don't go crazy!

Second, eliminate, get rid of—get out of your system—all false and foolish

and erroneous mental pictures of every kind.

Get them out—get rid of them! They are the impurities which flow down in the spring of life; and since the source is impure and poisonous the outflow will be the same.

They are the films which put the moving pictures on the Screen of Life's failures instead of success. Junk these films! Kick every reel and film into the scrap heap and kindle a bonfire with them that will illuminate your way while in search of better pictures.

We must have correct and worthy films if we would get correct and worthwhile results upon the screen of Life-Activity, and picture there the Success we would attain in the drama of life.

Third, eliminate, get rid of—clean out of your system—all waste matter, all impurity, all ashes, all debris, all smoke, all clinkers, all dirt, all filth, all

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rottenness, all stench, and all abomination of every kind and character whatsoever. Get rid of it—WASH IT OUT! Shout with Lady Macbeth, “Out, damned spots!”

Why should we spend time and space in telling you what kind of water to use, hot or cold, salt or fresh? Why should we say internal or external? Why should we limit you to water? Use WATER! Of course, and use AIR, and use SUNSHINE, and use sand and MUD, if need be—BUT USE SOMETHING—and include a reasonable tincture of common sense and common decency and uncommonly high ideals of Purity and Cleanliness.

Eternal Vigilance:

This matter of elimination and of cleanliness is one of eternal vigilance. You can not finish the job and say, “There now, that’s done for keeps!” Impossible! It is a thing with the con-

tinuity of a living stream. It is like freedom of any other sort. He who would be free, must daily win his freedom anew. And he who would be every whit clean must not only daily but momentarily win his cleanliness anew.

Use any method, sublimate, expectorate, perspire, eliminate, excrementate, and get rid of all impurities and waste, both male and female, internally and externally, and be not only every whit whole but every whit clean as well. Balance your alimentation with elimination and lavigation for health, happiness and length of days.

Summary:

"*Mens sana in corpore sano*" is a Latin version of the Hellenic maxim: "A sane mind in a sound body." Intone it as an ideal.

The relations of body, mind and spirit are so intimate that one cannot be up to par unless all are. Life is Unity. The

body is the organ and servant of the mind.

Physical well-being depends upon food, exercise, and cleanliness. Natural food is best: *uncooked* air, water, milk, fruit, nuts, vegetables, eggs whipped up in milk, and natural honey used sparingly.

Our exercises should be physical, mental, and spiritual. We must let no part of our life die, and think we are still alive.

Cleanliness is ours through growth and elimination. This keeps us sane, sound, and happy—ready and fit for Success in Life.

THE ARCHITECT *

Your thousand thoughts are psychic
things
Which your VOLITION, strong or
weak,
Must use to build the thing—YOUR-
SELF,
Must build the Temple, weak or strong,
For a spirit there which says, "I AM,"
And every thought your will must
choose.

Your Will MUST choose these, every
one,
And not a thought it dare may loose;
For you, YOURSELF, are what you
ARE
Through what you WISH AND WILL
AND USE.

* From "*Power to Win*," by Coleman Hall Bush,
page 75. . .

PART II.

SUPERSTRUCTURES

1. Construction and Reconstruction.
2. Concentration and Character.
3. Rules for S u c c e s s.

PART II.

SUPERSTRUCTURE

CHAPTER I.

CONSTRUCTION AND RECONSTRUCTION

The Architect:

In our construction work, and also in the reconstruction, we must give attention to the Master Architect. We must have the right architect, and through him have the right ideals for our constructive achievement. Then we must have good building material and construct it into our system to make "life more abundant."

Our master architect is our conscious mind, and it receives its ideals and higher inspirations from the Super-

conscious Mind, and then carries them out through the co-operation of the subconscious mind.

The Question:

The question is never whether or not we shall build a body or contact mental experiences or construct spiritual ideals, for these will be done for us after a fashion whether we will or no; but the big vital question is, "How shall we build for Success?"

It is not a question as to whether we shall construct or reconstruct a body; but, How shall we do it? It is not a question of whether or not our minds shall grow; but, How shall it grow? It is not a question of whether or not we shall have spiritual or material ideals; but, "What shall be our ideals?"

It is never a question of "whether," but it is always a question of "what and how." What shall we succeed in, and

how shall we succeed? The answer to these is SUCCESS.

A Magic Bungalow:

If we each had a cottage-bungalow that had the power to build, repair and rebuild itself, perpetually, or for years and years to come, would we not try to INSPIRE that rebuilding principle inherent in it to, "Build thou more stately mansions, O my bungalow—for to a wonderful Palace I would see thee grow!"

If, then, we should be so keen to direct the activity of an inanimate house for the purpose of greater growth, and higher expression through that growth, then how much more, O we of little faith, should we seek to INSPIRE the constructive and re-constructive Principles of Growth within to build not only more stately bodies for our souls but more lofty ideals for Success in Life.

Physical Construction:

The first step in our thesis of demonstration is that of better body building, and it shall be demonstrated. The words are spoken from unfeigned lips, and they shall not return unto us void, but accomplish that whereunto they have been spoken; words that shall become flesh, and an embodiment of the Creative Principle of Life which is within me.

And it is all simple enough, for our body tissues are, relatively, very new and constantly undergoing change. The relative rapidity of change is proportional to the relative density of the tissue. Muscular tissue, being much less dense than bone tissue, changes much more rapidly. In fact a complete muscular change may take place in a period of a few hours.

Keep the Mind Growing:

The more highly fluid tissues of the

body: the chyle, the lacteal fluids, the lymphatic fluids, the blood, all change very rapidly, and through these changes they change the organic tissues, cytoplasm, and atomic structure of our entire body.

There is never any danger but the body will change, but danger is rather that the body will change more rapidly than the mind, so that one finds a new body in an old thought-mold, with old ideals.

We must keep our mind growing in order to keep pace with the sub-conscious changes in our body. This is the secret of keeping young, the right mental attitude toward growth. It is not a physical state; it is *a mental attitude*.

Variables and Constants:

The character of any thought, of any sound, of any person or thing, is determined by the rate of its vibration and the amplitude of its wave-length. Ordi-

narily, the lower the rate of vibration, the greater the density of the substance or individual. And the higher the rate of vibration, the greater the plasticity, the liquidity, the ethereal volatility and activity of the substance.

We are interested in the relativity of matter, and we are all, to a greater or less extent, psychometrists—in touch with the soul of things. We are to some extent familiar with constants and variables—familiar with things that are always thus, and with other things that are so rarely thus that we are unable to discover the law which governs their relations.

Thus, there is a certain line of demarcation between those who will stay put and those who will work out a higher scheme for success in life. It is not always easy to determine or to discern with accuracy this line of demarcation, but it has been and may continue to be

traced. It, then, reveals the secret of success in life.

And this secret is not contingent upon a variable, but always and eternally upon a constant—for the secret of life more abundant is constant and eternal personal and individual growth, evolution, and an ever higher achievement.

We exercise the factor of choice in this individual evolution, and this is the very fine point that endows us with the power of conscious evolution, or conscious creative power working in us for higher growth.

Flesh, Fowl, and Failure:

It is easily seen and readily conceded that man is the only animal that is endowed with the power of intelligent choice in the matter of conscious evolution. The lower animals cannot reason and work in harmony with these laws of evolution, and so, in eating meat, we are taking into our system those things that

will make for failure if they are not quickly eliminated. And since each of us has within himself all the animal qualities that we normally will be able to keep in harmony with the laws of evolution, it follows that every atom of foreign animal matter we take into our system, we just to that extent unbalance the harmony of our relation to eternal law. We cannot eat flesh foods and keep young and healthy and happy.

Twin Balancers:

In the matter of thoughts and of food, *assimilation* is the essential thing. All that is taken in and not assimilated must be eliminated. Added to this is a steady stream of waste products from broken tissue, repair and rebuilding. In every form of life and of energy manifestation, whether in man or an automobile, there is a stream of waste material which must be eliminated. Hence, these twain: (1) *Assimilation* and (2)

Elimination are the two life-sustaining streams which must be kept IN PERFECT BALANCE in order to maintain the body in the highest state of efficiency. Too much assimilation gives rise to congestion, super-heating, and explosions; too much elimination gives rise to vital drains and depletion of vital power. A perfect balance gives health and longevity.

Avoid Vain Repetitions:

In the matter of growth, we must avoid vain and meaningless repetition. It may take time to do this; but adequate thought and creative ideas will effect a change.

This may be illustrated in the common form of lip service found in reciting a form of prayer. In ritual service there is no adequate thought, and no creative ideas to carry over the power of suggestion to the sub-conscious mind.

The Master Teacher did not say when

ye pray use a particular form, but He said: "After this manner therefore pray ye."

It was THE MANNER, or attitude of the prayer that was the essential thing. And in His teachings you will find there are seven distinct steps to be taken:

(1) It must place the suppliant in touch with the All Power—"Our Father who art in heaven." (2) It must place him in a reverent attitude of mind—"Hallowed be thy name!" (3) It must place him in a receptive attitude—"Thy kingdom come. Thy will be done, as in heaven, so on earth." (4) It must be an attitude of creative desire—"Give us this day our daily bread." (5) It must place him in an attitude of relaxation and forgiveness—"And forgive us our debts, as we also have forgiven our debtors." (6) It must place him in an attitude of following the Higher

leadership—"And bring us not into temptation, but deliver us from evil."

(7) It must place him in an attitude of eternal recognition—"For thine is the kingdom, and the power, and the glory, FOR EVER. Amen." (See Matthew 6: 9-14.)

Thus we can see that the Master taught the spiritual aspect of true prayer and not the necessity of a ritual for prayer.

The wonderful creative, constructive, and originating powers of the sub-conscious, through the avenue of the Super-conscious are in no way adequately appreciated by our conscious intelligence. We have stores of unused thoughts and unexpressed day-dreams, and unattained aspirations there that would make of us super-beings if we were to draw from this Well of Living Power as the Master has taught us. This is illustrated by the exclamation of the old

farmer who got hold of a translation of Plato and was learning of his great philosophy: "Bless me, this here old codger has gone an writ down all the things I been a-thinkin' fer years!" He had suppressed instead of expressed his thoughts.

The Spirit of Generosity:

In all building and rebuilding, let us not forget the spirit of generosity. It is a creative spirit, and a re-creative spirit as well. Notice these words, for there is a relation between "generosity," the spirit of freely giving, and "generation," the spirit of fully creating, and there are relations between these and "genesis," the spirit of creating anew.

Never let us spend our time or our substance grudgingly or reluctantly. If we can not spend it freely, then let us not spend it at all. For every hour you spend reluctantly you lose ten, and for every dollar similarly spent there may

be a similar ratio. Don't spend, grudgingly, a dollar for dinner and then ten dollars for a doctor.

Constructive Work:

Write out a list of thirty-one words that suggest SUCCESS, or some desirable relation to or step toward Success. Select these words with great care for creative, constructive, and inspiring meaning. Arrange them in something of a logical sequence, and write out your "reaction to each word."

Now, write each word into a constructive, creative, positive affirmation, as, for example, "I attract success," or "I am success." Write these on small cards, one for each day of the month, and concentrate upon it and thus plant the seeds of SUCCESS in the soil of the sub-conscious mind.

Continue this for SEVEN YEARS—or until you no longer need them because

you have already demonstrated your IDEAL SUCCESS.

Summary:

The essential purpose of Success Psychology is not only to lead to Success, *de novo*; but also to take so-called failure and rebuild and reconstruct it into life more abundant.

Thus, the control and modification of habit and memory are essential. This is accomplished through the reorganization and re-education of the sub-conscious mind by the eternal vigilance of the conscious mind.

Just before sleep make strong suggestions to the sub-conscious mind of health, wealth, prosperity and happiness, and our ideal of the success we desire. The sub-conscious, then, during our sleep, works in harmony with the Creative Principle and Law of Attraction in us to demonstrate these conditions for us in actual life, thus building our Success.

PART II.

SUPERSTRUCTURE

CHAPTER II.

CONCENTRATION AND CHARACTER

What Concentration Is:

We have already said on page 77 that concentration is a POSITIVE ATTITUDE OF RIVETED ATTENTION. It aims at a definite target, and is loyal to its purpose through riveted attention. It is much more intense than "meditation," in fact it fairly blazes with the white-light of intensity.

Concentration is always punctiliously loyal to the question under consideration. It permits no mind-wandering, no gathering of vagrant thoughts, or, if it

finds vagrant thoughts, it arrests them and puts them to work on the rock-pile to build Success. It is a builder, and commands Success.

Concentration is the act of bringing the conscious mind to a single fine focusing point or specific center. It is the act of taking the whole broad expanse of the consciousness and compressing it down into a single fine, thread-like stream of intensive thought consciousness. It is like taking a big, loose, sloppy, sloshing flow of water from a fire hose and placing a finely adjusted nozzle upon the hose and adjusting that nozzle down to a fine, hard, intensive stream that flows with terrific impact—that is concentration.

Thus, concentration manipulates the stream of conscious thought in a similar manner. It gives the stream of consciousness a hitting force which cuts the

cobwebs and clears the dust and dirt away.

It clarifies the whole field of vision, and in this regard it may be likened unto a use of the fine adjustment of an expensive compound microscope. At first the field of vision may be hazy and blurred; but by narrowing down the adjustment to a finer focus the clear-cut outlines of the subject stand forth in vivid clarity.

This is optical concentration, and quite analogous to the conscious mental concentration necessary for making a clear-cut impression upon the receptivity of MEMORY in the sub-conscious mind.

It is not merely a technical thing, but a very practical thing that can be made to command the elements of success. It gives us clear mental blue-prints of the subject we are using to build into Success.

Concentration Not Obsession:

Concentration must not be confused with obsession, for the one is absolute mental control, the other is the lack of control. This is illustrated by the conduct of an elderly church warden who was also a butterfly collector. He was using the Yankee style of collection basket, a net on the end of a long handle. One Sunday morning in spring, while taking the collection, he suddenly discovered a big bright butterfly flitting over the pews. Immediately his hobby obsessed his mind, and he began to chase the butterfly with the collection net, to the consternation of the pious and the amusement of the others.

This was a case of obsession by a hobby, and in every way the lack of concentration.

The First Step:

The first step in concentration is to rid the conscious mind, and the uncon-

scious, too, if possible, of all distractions of every kind. This is accomplished by finding a quiet place and by assuming an easy posture, standing, sitting or reclining. Then let go of everything for a few moments and give up to complete relaxation.

It is in this attitude of relaxation and quiet that we free ourselves from objective interruption and from subjective thought-associations through worry, weakness or fear—or anxiety of any sort. We take off the “nervous tension,” and tune in to longer wave-lengths. We vibrate in harmony to the supreme Harmony. We develop poise and peace of mind that attracts power.

Some Distinctions:

It is to be observed that concentration is supplemented by “interested attention.” One may, for a time, give attention without any interest to back it up, but this sort of attention soon flags into

mind-wandering. By all means excite the feelings of emotion and the desire of curiosity, if possible.

An awakened concern with an expectation to share in the benefits is an appeal to interest. An excited feeling of love or of rivalry will add to interested attention.

In time we shall learn that our every desire seeks some avenue of expression, and in this connection we can see that our very desires are aids to interested attention in backing up our power of concentration. If we suppress our desires, they lead to day-dreaming, the opposite of concentration.

Positives and Negatives:

A *positive* is a NATURAL GOOD, or that which by nature is good, constructive—a power or property used in building. It is a REALITY with absolute existence.

A *negative*, clearly expressed, is NOTHING. It is the absence of the positive which it always is in apposition with.

A positive is a "picture" with all the natural "lights and shades in place." A negative of that "picture" is just the very opposite. The lights are replaced by shades and the shades by lights. It is negative.

The negative of light is "darkness," but it is NOTHING, merely the absence of light. The negative of love is "hate," but it is NOTHING, merely the absence of love. Love is constructive; hate is destructive.

Health is positive; disease is nothing, merely the absence of health. Most people like to think of health as "Harmony," and it is, perfect harmony with the Divine Plan. This leads to the affirmation that sickness or "disease" is merely "Discord," and just as real as

Harmony. Maybe it is, for it certainly seems so—just as truly as the very sky above us SEEMS to rest upon the mountains about us; or possibly we are not yet tuned-in to hear the harmony of disease, and so, for the present, we shall go on thinking of health as positive and of sickness as negative.

And when we concentrate, for health, we certainly SHALL NOT concentrate upon sickness or its SIGNS AND SYMPTOMS; but we shall CONCENTRATE UPON HEALTH, God-given HARMONY!

Which shall it be?

And so, with the “harmony and discord” disciples we find many concentrate upon their “desires” and openly declare to their so-called friends that they “are enjoying poor health, these days.” They say, also, that they wish to be cured of their disease, and instead of concentrating upon health, harmony,

vigor, resiliency, elasticity, and vibrating Joy—they THINK disease, with all its pains and aches and symptoms, and go on “enjoying poor health, these days.” Such persons are sometimes concentrating upon rheumatism instead of upon Health.

Then steps in the Divine Law, “As ye sow, so shall ye reap,” and since they have been sowing discord, they reap discord. Let them turn about and sow concord and harmony, and they shall reap harmony in HEALTH.

Old or New:

We must discover the difference between the old thought and the new Psychology. In the old way we were taught to think of all the evils and ills of the world. We were taught that “man is a worm of the dust,” an heir of weakness, of sickness and of evil; that we are children of sin and the deserving recipients of the “wrath of an angry God!”

ALL OF WHICH is the most colossal LIE that was ever planted in the soil of our sub-conscious, for there is where it landed. So we now have to re-educate and reconstruct. We must FORGET sickness, sin, and disease, and THINK upon health, holiness, and harmony. These latter are constructive thoughts and they rest upon sound principles and laws of constructive and creative thinking.

Full of the Subject:

Concentration adds to the fullness and richness of life; it is an important step toward the goal of Success, through the field of "life more abundant." For life is largely what we give our attention to. We must be full of our subject in order to kindle interested enthusiasm; and in this regard we may be like the temperance lecturer who spoke with such fervor, fluency and zeal in his denunciation of the liquor evil that one of

his auditors, marveling at the fluency of his eloquence, asked him how he could think of so many things to say in denunciation of the rum traffic. The answer was, "I am so full of my subject, you see," and it was then obvious to the questioner that the zealous speaker was full of rum.

Methods Differ:

The general method in concentration is to assume a sitting or a reclining position so there will be no physical interference. This is followed by a period of relaxation and of "letting go" of all distractions of every sort, all worries and fears and doubts.

Yet, some persons think best while they are upon their feet. They are the "nervous-motor type," and they usually like to walk and pace to and fro as they think. A man of this type was pacing back and forth, looking out of the window of a sky-scraper.

A director of the corporation asked the manager why he paid "that bird" ten thousand a year just to look out of the window. The answer was, "He is thinking. A single idea of his saved our company fifty thousand this year. I wish we had more like him."

One Hundred Per Cent:

In the matter of concentration we must learn to develop a one hundred per cent hitting power. We must live up to par, and think up to par, and then we can act up to one hundred per cent efficiency.

We must realize that our success comes from using THE WHOLE MIND, and not merely a portion of it. While the conscious mind is chiefly concerned in our concentration, it is well that we should enlist the co-operation of the Super-conscious Mind for inspirational guidance and for originality of ideas, and certainly we must have the

co-operation of the sub-conscious mind in order to carry our ideas into effective operation. This application of the principle of "team work" gives us a three-fold power for winning our goal of Success.

Character:

Character comes FROM our power of concentration. Character is that firmness of our mental fiber that enables us to carve impressions upon people and things about us. If one's mind is as soft as molten wax, that one lacks character. The finest characters have a "mental texture" like the hardness of a diamond. Such characters carve their impress upon all mankind. Sometimes we fail to "impress" the minds of others; then we should recall that it takes diamond to cut diamond. Perhaps we are "too soft," then let us stiffen up our moral fiber through the power of concentration upon the steps that lead us to our goal

of success. Concentration is the fire that puts the temper of Character into the KEY that unlocks the door of Success.

Summary:

Concentration is a positive attitude of riveted attention. It is a narrow, intensive thread of focused thought held there upon a particular subject by the power of interested attention. It is a thing of positive, constructive power—and it is able to command Success.

An easy natural posture, standing, sitting or reclining, in a quiet place, is conducive to concentration. There must be no distraction of mind or physical interference.

Direct all attention and interest to the positive things of life and avoid the whole realm of negatives and doubts and fears.

Character is the cutting quality that

comes from concentration. It is the Temper in the Key that unlocks the door to Success.

PART II.
SUPERSTRUCTURE
CHAPTER III.
RULES FOR SUCCESS

Rule One:

We must have a clear idea of our Goal of Success and where it is, then run in that direction only. In other words, we must have an AIM, and we must aim at the target if we would hit the bull's-eye of Success.

Broadly speaking, we may say that success is that condition which gives us "life more abundant" in complete living through growth in Health, Wealth, and Happiness.

This, of course, can only be obtained

through a constructive and a creative power of right thinking. And it is this condition-precedent which carries us directly to a study of all the departments of our mind, and our body.

It is our desire to get hold of and to master this constructive and creative power of right thinking which has led us to and through a study of the powers and functions of the sub-conscious mind and of the conscious and Super-conscious Mind. We were seeking to learn something of the range and scope of their powers and the possibilities of their combined co-operation.

This same desire for mastery and co-operation led us to take up a study of our sane mind in our sound body, and the relations and reactions between them. We considered the agencies for our physical well-being, as food, exercise and cleanliness, in their relation to our ability to do this constructive and

creative thinking which we find is the condition to winning Success.

It is this same desire to win the mastery of constructive and creative powers in right thinking that led us to a study of the factors and conditions of construction and reconstruction, of junking the obsolete and untrue, and building, instead, that which rests upon the laws of natural truth.

And we gave attention to a study of that very vital factor in winning success, and that is the power of mental concentration. Without the power of concentration, one has, at best, only a flaccid character, powerless to impress others and carve out fortune.

We find that the power of concentration gives us character as its finished product. Or, to use the other figure, concentration is the fire that puts the temper of character into the key that

unlocks the door that opens into the vaulted chambers of Success.

Rule Two:

Good health is the second element in our rules for winning success. It is the physical basis for success. The body as the organ of the mind is working in harmony with the mind, and not as a shackle upon our feet to hinder us in our race to the Goal of Success. In this way we have strength and physical energy to co-operate with our mental powers and thus we are promoting a splendid insurance for Success.

Of course we have already learned that our health is largely a "reflection" of our thoughts, of our mental attitude. If we fill our mind with fears, worries and doubts, or jealousy and avarice and hatred—we shall, according to the "law of the harvest," reap the results in discord and disease.

On the contrary, if we sow thoughts

of courage and peace and assurance, or of love and generosity, then, again, we must reap in accordance with "the law of the harvest," which is the "law of cause and effect," and we reap and garner what we have sown in health and harmony and happiness in the joy of the newness of a larger life.

It is all so simple that even a child-mind can grasp and apply it, and if our children are safeguarded from the blight of the old teachings of "fear, hate and hell," and all that type of destructive negatives, they will not have to plow up and supplant the old habits of error stored up in the sub-conscious. They will step forth as Titans, unfettered by error, and free to run the course of life straight to the Goal of Success.

Third Rule:

We must have a right mental attitude. This is our third rule, and a very simple one. We must have an attitude of expec-

tancy; we must expect success, always, and never assume an attitude of gloomy failure.

But, just what do we mean by "attitude"? Well, that is a mental state which is rather difficult to describe. Attitude refers to our bearing, posture or position, and our mental attitude always reflects itself in our physical bearing and posture.

The converse, or opposite, is true. Lift up your head, put out your chin and chest, square up your shoulders, straighten out your backbone, pull in your belly, and LOOK ALIVE! These physical acts tend to put the same erect carriage into your mental attitude and make your "mind feel alive and happy."

This is always true; the mental not only influences the physical, but the physical reacts upon and influences the mental. So, we see the need of both a

right mental attitude and a correct physical bearing.

We must always be expectant of good, of helpful conditions, of helpful friends, of power within ourselves to carry us through. We must cultivate the spirit of optimism, and the spirit of altruism, unselfishness, of generosity and of liberality.

We have a perfect right to feel that only good shall come to us, for we believe that God is all and in all, and that God is GOOD. We have a right to believe that success inheres in us and manifests through us, for that is our Realization of Success as we have read on page seven. READ IT AGAIN!

And not only read it again, but commit it to memory—"learn it by heart"—and saturate your sub-conscious mind with it so fully that you will just fairly radiate the spirit of success in your mental attitude.

We were created for success, to be successful. That was and is the plan and purpose of our being. We were created by the Power of Success, in the presence of Success, through the Intelligence of Success, **IN THE IMAGE OF SUCCESS—TO BE SUCCESSFUL.**

For "God does not give us the spirit of fear, but of Power and of Love and of a Sound Mind" to attract, to live out, and to radiate success in life. This spirit of Power that the Bible speaks of, is the right Mental Attitude toward winning our high Goal of Success in Life.

Rule Four:

We must have the right spiritual attitude. And this is a much more delicate thing to think about than mental attitude and physical culture—and yet, it is NOT! For All is One, and One is All. There can be no sane, rational, intelligent understanding of the physical

and the mental without an understanding of the spiritual.

Some years ago scientists caused quite a sensation when they said they could not distinguish between plant life and animal life, in the lower and simpler forms of life. Then they caused more consternation when they said, "Life is a process of evolution from lower to higher forms." And it is too bad that they used that word that has been the stumbling-stone for the demagogue and the ignoramus.

They should have used the simple little word "GROWTH" and they would have saved the near-prelates and demagogues lots of vain efforts to "STOP GROWTH." It can't be done, of course; but those "high-brow, hard-boiled scientists" could not use a little word where they could find a big one, so they still stick to "evolution," which simply means to "out-fold," evolve or grow.

And so they said, and we still say, "Life is a process of GROWTH, from lower to higher forms": From acorn to oak tree; from a hard, wild crab-apple to a delicious pippin; from a hard, tough epicarp, like an almond, to a big, juicy, delicious, modern peach; from a "pore, onry, skinny razor-back shoat," of about sixty pounds, to a modern Iowa porker of six hundred pounds, and so forth: GROWTH!

Then, next, this same "wrecking crew" of scientists began to shout out that they no longer could determine a line of demarcation just where inanimate dead dirt left off and live, living, animate "creatures" began to live and love and multiply and replenish.

Truly, this was a sad blow to our old-fashioned orthodoxy and our kindergarten ideas of the Creator of the Universe; but these remorseless searchers for the Truth were not content to rob us of

Santa Claus and Mother Goose—they insisted upon making us GROW. So they began to spoil our chemistry and our “natural philosophy” we learned in college. They said we flunked the day we stood up and looked the professor coldly in the eye and named eighty-eight chemical elements, which was supposed to be the limit of Divine Creative Wisdom.

This same gang of long-nosed, short-sighted searchers—call 'em what you will, but they call themselves “scientists”—began to shout that there are no such things as ninety-one simple primary elements—they are ALL reducible to the same origin, and they do not KNOW whether that origin of fundamental substance is “energy,” electricity, “polarized vibrations of ether,” or matter, or MIND, or the sustaining power of Divine Thought.

ALL OF WHICH means that science,

through the aid of the "radio," and a few other very simple little every-day things, has brought the world into a higher plane of reverence and respect for THE SPIRITUAL than has ever before been experienced by mankind. AND, this is rule four: "We *must* have a right spiritual attitude toward Success."

Rule Five:

We must have a right THOUGHT attitude. We must breathe success, think success, speak success, live success, and broadcast success from the radio in our solar plexus. We must radiate it through thought, through love, and through co-operation with others.

This sort of activity in our thought attitude will soon generate an aura of success or personal atmosphere of success which will surround us like a mantle of ectoplasm. It will charge us with positive magnetism and make us attrac-

tive and winning, if not well nigh irresistible in personal power. Thus all people will seek to advance us, and all forces will work for our ultimate success.

We note that rule three deals with the sub-conscious, while five deals with the conscious mind, through conscious thought.

We have many, very many kinds of mental attitudes; but in this connection we wish to refer to the sub-conscious mind when we use the phrase "mental attitude," and we wish to refer to the conscious mind when we use the phrase "thought attitude," and we wish to refer to the Super-conscious Mind when we use the phrase "spiritual attitude."

Thus, mental attitude is rather an unconscious attitude, or rather an unaware attitude, and it should be one of purposeful optimism. The spiritual attitude is one of conscious respect and

possibly of unconscious reverence for the Good, the Beautiful, the True, and the Higher, the Holier, and the Ideal. Thought attitude is a conscious mental activity, an awareness of purpose and perseverance to win success.

A proper thought attitude reaches out and lays hold of all the elements which it may use in bringing about a conscious evolution—there goes that word again—we mean a consciously directed GROWTH toward our ultimate Goal of Success in life.

A thought attitude is a positive, dynamic, powerfully active agency in the matter of setting in operation adequate causes which are designed to produce desired effects.

A thought attitude is a constructive attitude dealing with positive factors for growth and development. It is a commanding attitude. It is the attitude of the architect, the master builder. It

is a little spark of Divine Intelligence turned loose in life as its own commander-in-chief and the architect of its own fortunes.

Rule Six:

Act well your part. All the world is a stage, and each must act his part, and he should act his part as fully and completely and adequately—yes, and as magnificently as his ideals will lead him to dare.

Act the part of a successful man for a few brief turns, and lo! you become a successful man. We do not mean simulate; we mean the similitude of sincerity. Away with sham and deceit and hypocrisy, for there is nothing so deadly as deceiving, and, after all, the deceiver deceives only himself. Nothing is more transparent than bluff and sham and humbug.

We act well our part when we think well our part, when we speak well our

part, when we visualize well our part, and LIVE well our part in the Drama of Life.

In this acting our part on the stage of life, we can have recourse again to our old method of "team work." We not only can, but we must do this in order to ACT up to our highest ability as a performer.

By "team work" we mean we must use each of the three departments of our mind. First, we should gain well formulated ideals from our Super-conscious Mind with elements of originality and ethical power. We may gain these readily by a right use of the Silence, and our access therein to the One Universal Mind which is the source of all originality and power.

Then, the conscious mind, by suggestion, affirmation and re-iteration, should plant the seeds of these ideals in the soil of the sub-conscious mind, which will

then work them out into a realization of Success.

We have learned that our sub-conscious mind has a wonderful faculty of mimicry, of imitating, of impersonating; and we have learned that these characterizations tend to crystallize into habit. Thus "crystallized habit" **MAKES US WHAT WE ARE.**

Therefore, we instruct our conscious mind to play the highest role in the drama of our life-success that our Super-conscious Mind can idealize and picture forth; and this our conscious thought plants in the soil of our sub-conscious mind, sowing the seeds for a wonderful harvest of bountiful success; and, agreeable to the "law of the harvest" that, as we sow, so shall we reap, when the time of fruiting and harvest comes we garner the rich rewards of high ideals acted out to our highest ability in the Drama of Success.

Rule Seven:

Cultivate the spirit of growth. We recognize no competition, no rivalry, no opposition, no strife; for when we see these then we "be these," and we cannot afford to be these. We recognize only our highest ideals for growth, for highest attainment.

We seek to grow in personal appearance to an air of affluence and prosperity, and we reveal this through attention to our apparel and our appearance. We know that carelessness, slovenliness, and stasis in habits are symptoms of limitation of Life.

Every day we seek to excel the ideals of yesterday, and while we know our goal, we want it ever to be higher than our grasp. Therefore WE SEEK TO GROW, for Growth is Life, and "LIFE MORE ABUNDANT"—is SUCCESS!

Summary:

1. We must have a clear IDEAL of

our Goal of Success and where it is, and then run in that direction only.

2. We must cultivate good health. We can do this by right, positive thinking.

3. We must have a right mental attitude, or sub-conscious feeling of Success.

4. We must have a right spiritual attitude, and we gain this by aid of the Silence.

5. We must have a right thought attitude: think, breathe, radiate Success.

6. Act well ourt part, up to our highest ideals of success in our Drama of Life.

7. Keep growing! Stasis is death. Yes, that is right. Look it up in the dictionary. That will help you to grow. Growth is Life, and Life more Abundant IS SUCCESS!

PART III.

SELLING SUCCESS

1. Selling Success to Ourselves
2. Heal Thyself
3. THE FOUNTAIN OF YOUTH

PART III.

SELLING SUCCESS

CHAPTER I.

SELLING SUCCESS TO OURSELVES

Our Life Drama:

We have said, without apology to anyone in particular, that the world is a stage, and we are all actors in the drama of life. Well, that sounds rather familiar, but what is the thesis of this drama? What does it do, or what does it seek to portray?

The answer is "Salesmanship," that's all. Of course that is enough, when we consider what that includes. Buying and selling in some form or other constitutes the motif for practically every

act in life. It is the act of giving value for value. It is a refined "annex" to the law of Cause and Effect.

Salesmanship:

Salesmanship includes every form of the art of selling, masculine, feminine, common and neuter. It includes the whole show, the whole drama, from the box-office to the funny things that happen in the actors' make-up apartments back of the scenes. Verily, it includes not only the whole show but it includes the show-house, the press-agents, the advertising, the patrons, the public, and all. It is all there—for you can't breathe without selling yourself a new supply of oxygen. And isn't that strange, you never thought about selling yourself a supply of oxygen. You must do it, though; and the first thing in the morning, as a sort of opening exercise for winning success in the salesmanship contests of the new day.

A Good Beginning:

You will find that a good beginning, at the very beginning of your day, first of all to sell yourself a goodly supply of new, unused, first-hand oxygen right from Nature's laboratories in the-big-out-doors. Then, when this flame of oxygen begins to make the act of thinking an unconscious, painless activity, get busy and think up some original plans for your salesmanship propaganda for the day at hand, not for the remote future.

You might include in this propaganda the matter of selling yourself the sunrise, and that is rather a worth-while transaction. Include in the transaction the songs of birds and an atmosphere of gladness and illumination that chases gloom away and fills your system with the optimism of joy.

In other words, let us be early on the job, alive and alert to opportunity. Let

us look to our physical well-being from our first conscious breath on awaking in the morning to our system of deep breathing as we fall to sleep at night. And let us look to our mental alertness through our appreciation of our environment and our opportunities that come to us in endless streams of golden riches from the morning's first beam to the sunset sky at the fall of day. And why not buy these in fee-simple absolute, and enjoy them to the full. Thus, we are selling to ourselves the thrills and the pleasures and the joys of "life more abundant" as we live by the way, and by a cumulative process we are harvesting the simple elements that make up Success in Life.

Power to Sell:

Power is the energy that overcomes resistance and does constructive work; it is the ability which puts over business deals. It is impersonal, invisible,

impartial, directive, receptive, neutral, and PRESENT—always! It is up to us to sell it to ourselves and use it in selling to others.

Power is impersonal because it serves all who may elect to use it; it is invisible, for while we can see the results of power, we never can see THE power—we may see the apple fall, but we cannot see the invisible power of gravitation that pulls it to earth. It is impartial, serving friend and foe, and is no respecter of persons; it is directive, for we may harness the thunder-bolt and set it to grinding our corn; it is receptive to our intelligent control as long as we work in accordance with the natural laws which are inherent in its being; it is neutral, being neither conscious nor unconscious of us or the purpose we seek to use it for. And Power is ALWAYS present. We can never escape it; we must use it, or it will use

us. It is Constructive, or Destructive, depending on the use we make of it. It is remorseless. It does not seem to care whether it cooks our food for us, or cooks us for our food. It is up to us to sell ourselves a goodly supply of this wonderful power to advance us toward the Goal of Success.

Selling power is the rate at which our personal vigor operates in stimulating to action and putting over a deal; it is the product arising from multiplying determination and continued effort.

Selling power is the "Nth" power of intelligence which, first of all, BUYS the thing called Success. It is the degree to which an optical instrument magnifies; and a buyer who sees goods through the eyes of a real salesman will so magnify their merits as to multiply, manifold, his desire to buy them.

Selling power is simply the power of our highest intelligence harnessed to the

old dray of service in which we are to deliver the goods.

Selling power is our modern motor equipment in which we use the electric starter of our intelligence, the dynamo of our common sense, the motive power of good-will, the spark-plugs of apt words aptly spoken, the wheels of thought, the body of well-being, and the top of highest ideals.

Selling:

Selling is the progressive form of a SALE, and a sale is the transfer of a "good thing," or the title thereto for a price paid, or an obligation to pay it.

There is so much in that sentence—perhaps you should read it again. Then, if you do not see it steadily and see it whole, it may be well for you to compare it with the language of "the law." Here is the way our modern law-makers say it: "A sale is an agreement whereby the seller transfers the prop-

erty in goods to the buyer for a consideration called the price.”*

And this latter statement is SO CLEAR that hundreds of pages of court opinions and lawyers’ briefs have been written upon it to show what it means, or doesn’t mean.

What does it mean:

It simply means that if you buy the whistle you have got to pay for it. You cannot buy the whistle unless you pay spot cash, or obligate yourself to do so at some future date. And here we draw a fine distinction between a “sale” and “barter” or “exchange.” Of course, we can always trade or swap a whistle for “a” whistle, but we can never get *the* whistle that way. We have to buy it, and pay the price.

And here is one reason why so many people never attain *the* high degree of

* See “*Uniform Business Law*,” by Coleman Hall Bush.

success in life which they covet, and that is because they are so busy swapping "a" for "a" that they fail to discover the real thing, *the* success which they really covet. Of course, they won "a" success, but that is not what they sought. They sought *the* success of their highest ideal of Success in Life.

Let us suppose that you are X. Now, X is always an unknown quantity until our problem is solved—our problem of Success.

Well, you are X and you meet with O, and we merely use O to represent Opportunity, which in our problem is not exactly a determined quantity and yet not an unknown, for it stands almost midway between the known quantities, A, B, C, and the unknowns, X, Y, and Z. Well, anyway, you are X and you meet O, and you say to O, "Have you a success which you will sell me?"

And O answers you, "No! I never

have or keep on hand 'A' success for anybody, and certainly not for you. You are X, and unknown to me—an unknown quantity. And of all people on earth, the X's and Y's and Z's are the very people for whom I should last expect to build success."

Then you say, "Why, of course, I admit I am X, and as yet quite unknown; but you will HAVE TO ADMIT that I have a perfect right to meet Opportunity. You are O, are you not? And why will you not sell me a success in life?"

Then answered O, "We are Opportunity, indeed, but we build success only to Order. Our successes are Custom Made, and they must be specially built to your own personal order. We have no job-lots of success in our stock. There are no ready-made suits of success, they are all tailored to your own personal taste and guaranteed to fit, in

accordance with the Law of Cause and Effect. The price you pay is up to you, but we think you should pay as you enter, for success."

This is always true, for success is a matter of such intimate personal relationship that there is no such thing as a ready-made success, or a cut-and-dried formula for one to achieve success. We must simply pay the price as we enter into the enjoyment of our success, and the price is entirely up to us. If we want a "thirty cent success" we may have that, but we must pay the thirty cents. If we want a life success, we must pay for it in terms of the price we place upon it.

The big thing to remember is that we are not only governed by man-made laws, in this business of selling success to ourselves, but we are governed by the higher law, "The Law of the Harvest." If we sow a thirty cent consciousness of

success; that we reap. If it is a conscious ideal of service, then we win the higher reward of a higher success.

A Mental Excursion:

It is assumed that we understand this higher law of the harvest and its remorseless operation in its relation to us. It is also assumed that we have been formulating, or have already fixed ideals of, the particular success in life we seek. It is assumed that our higher ideals as our own personal salesman has aroused sufficient interest in our conscious mind to gain our attention for a little personal heart-to-heart interview. It is now our business to take ourselves on a little mental excursion.

This excursion is to be brief, yet our ideals must be so vivid that they, as our own personal salesmen, can personally conduct us through each step of this mental journey. There are only four

steps in our excursion, yet each is distinctively important.

The first step is to introduce the ideals of our success to our conscious mind, and we do this by going into the Silence. This brings the ideals of success from the Super-conscious Mind into our conscious thought, and it must arouse sufficient interested attention to hold our conscious thought upon our ideals of success.

The second step is to transmute this interested attention of the first step into a conscious "desire to obtain the goods," or the ideals offered us by our super-conscious salesman.

The third step is to take this more or less intense desire, and with it as a basis convince our conscious mind that "the goods" are exactly what we **MUST** have, and by goods we mean "life more abundant" through living a life of

Health, Wealth, and complete Happiness.

The fourth step is to take this aroused interest and created desire, and the conviction in our conscious mind that the goods are just what we must have, and with all these as a cumulative force stimulate our conscious mind to ACTION, and through this action by way of our sub-conscious, to close the deal for SUCCESS.

These in brief are the four principal steps in the mental excursion of selling success to ourselves. The first step is already accomplished, or you would not be reading this. The salesman of our IDEALS, our Super-conscious Mind, has been introduced to us; the interest and curiosity of our conscious mind has been so much aroused that we are not going to stop short of success.

Capitalizing Desire:

It is always up to our super-conscious

salesman, not only to make a good beginning, but to carry us over to the next step.

Now the requirements of a good beginning are, that the goods, the ideals, and the subject of success, must be attractive, the appeal must be apt, the ideal must be specific and concrete, and the applications of the ideals must be personal—while the manner of our salesman must be Positive yet pleasant. The whole appeal must touch our experience in life and MEET OUR NEEDS. This is a direct approach through the buying motive of our DESIRE.

When our conscious mind is inclined to be over-critical and ultra-analytical in its attitude, then our salesman may make specific allusion to the practical and workable type of our ideal: "These ideals are happy thoughts of just the right size and hitting power for convenient use. We can drop one into the

soil of our sub-conscious mind while we wait for luncheon, or for our barber, or at the station, or on the car—in fact anywhere we have an opportunity to make use of the most precious thing in the world, TIME. A right use of time will make us rich in more than money—it will make us rich in knowledge, wisdom and understanding.”

Our first natural desire is to save self, through the law of self-preservation. Our second, is the desire to perpetuate our family name. An appeal to these by our super-conscious salesman should arouse both a conscious and a sub-conscious desire to work out our ideals of success.

In addition to these basic motives, our salesman might and should appeal to our desire for knowledge, desire for increased power, desire to excel, and desire for possessions and luxuries and ease.

These are all universal avenues of appeal directly to develop desire in our conscious thought, and through this into our sub-conscious mind. When it reaches our sub-conscious, and is planted in sufficiently sensitized soil, something is going to happen in the form of action. And that has been the whole purpose of our sales appeal to our conscious mind. We gave it a clear concept of our goods, a picture of their beauty and desirability. Then our salesman turns his appeal *away from the goods*, to our conscious *buying motives*—our desire for GAIN and COMFORT and our instinctive DESIRE FOR POWER. He says, "This ideal will lift you out of a rut and place you behind a flat-top desk as a business executive," and we sign on the dotted-line for SUCCESS.

Our Job:

Our one job in life is to sell ourselves

a contagious, infectious, consuming ideal of Success. We must do this to succeed. We must learn to "page Success" in the lobbies of our thoughts, to advertise the ideal of Success so effectively and so alluringly that our subconscious mind will fall for it twenty-four hours of the day. That will put Success on the correct side of our account books, with a balance in big figures.

In order to sell ourselves this success ideal we must begin with right thinking, right speaking, and right acting—and we must ever see ourselves acting our part magnificently in the drama of life more abundant in Successful Living through growth in Health, Wealth, and Happiness of SUCCESS.

Summary:

Salesmanship is our contribution in life to the service of mankind. Our success in life depends upon the quantity,

quality, cheerfulness and helpfulness of this service.

Salesmanship, like healing, must begin within our own consciousness and it must work out through our sub-consciousness in order to reach and help others.

Many people mistake the custom of an old-fashioned highwayman for those of a modern up-to-date salesman. Impossible! Salesmanship cannot be carried on without a satisfied buyer and mutual benefit to both parties.

If we would become a salesman, we first of all must sell to ourselves the thing called Success; then we may sell to others and win still greater Success.

PART III.
SELLING SUCCESS
CHAPTER II.
HEAL THYSELF

All Is One:

The ancients taught, "All is one, one is All." Others taught, "All is The ALL, and The ALL is all." And still others taught, and some still teach: "God is all, and in all. In Him we live and move and have our being." We can hear this in Saint Paul's, and in some other cathedrals, and in some places that are not cathedrals. We try to believe it, but we have a hard time selling ourselves that idea, for in childhood the ignorant, the foolish and the fearful sold us the idea that God's com-

petitor owned about seventy-five to ninety per cent of the business of the universe, and God was just a sort of a "silent partner in the wrath to come."

We can now see that the kindergarten idea that was sold to us, before we were mature enough to know the truth when we met it face to face, was not true.

It is the old, old idea of "duality," that there are Two Powers in the Universe, and that they are eternally in conflict, and that the "power or darkness" has just about won out in the struggle for supremacy.

That is the same sort of juvenile teaching that told us that "man is a worm of the dust," and his flesh is "the heir of all the ills of the ages," and a myriad more of such pessimistic absurdities. That sort of teaching has been the crime of the ages. The people who have sown and still sow the seeds

of "fear, hate and hell," are entitled to their harvest, and they are SURE to reap it.

There were some grains of truth sown there in our sub-conscious mind in our youth, but the *tares* that "the evil one" sowed have just about succeeded in tearing out all the faith and hope and peace and harmony and health and happiness that flesh SHOULD be heir to, and thereby verified the prophecy of our heritage of evil. But we are growing in understanding. We are beginning to see that a "deity" that would let the "devil" get away with fifty-one or more per cent of the voting stock in the corporation of the universe would not be much of a "business man." We are also discovering that a "tare" is not a "tare" but it is "darnel" and may be addressed as "*Lolium tremulentum*," and it is not so poisonous as formerly thought to be. In fact, "Lolium" is

only just a bit too much like a certain type of business people we know, too aggressive for place and for success to win a good name for itself.

We have even learned to forgive *Lolium*, and to forgive ourselves for entertaining such preposterous lies about "the Author, Creator, and Giver of every good and perfect gift."

We refuse to subscribe to the idea of duality; we refuse to believe that there is a power of health and a power of sickness, a power of success and a power of failure.

We insist on believing only in health that comes from Divine Harmony; and we persist in believing in Success that is as sure to inhere in our daily decency as the effect is sure to be wrapped as a germ in its adequate cause. We believe that all is Law, yet all is Love, yielding only ultimate Good.

How to Begin:

In the business of healing body, mind or fortune, or all of these, the place to begin is in our own mind. When we get our thoughts right our demonstrations will be right. That is fundamental.

We can not heal others until we first of all heal ourselves, just as we must, first of all, be sold to ourselves before we can sell to others successfully.

There is a normal state of sub-conscious telepathy going on between minds all the time. It is our age-old radio instinct operating through our solar plexus, and while we may lie most eloquently, and with finest technique, with our conscious mind, we cannot hope to overcome the message of instinctive truth that is being sent out by the wireless of our sub-conscious mind.

We believe, then, that we are alive and in a universe of Life. Our body is

built up of countless cells, molecules, atoms and electrons—all in a continual state of change. These changes which take place in our body, and which are the results of countless processes and contacts in metabolism, are all worked out by the intelligence of our sub-conscious mind.

We believe there are no “accidents,” but everything is governed by the law of Cause and Effect, in some form or other. We believe that we are alive and that we live in a “friendly universe.” We are discovering that everything, even inert matter, is very much alive. Science tells us that even a bar of steel is very much alive to physical adhesion and chemical cohesion, to vibrations and the laws of attraction. Thus, it is shown that in a tiny piece of steel there is enough energy stored up in its atomic arrangement, if it were suddenly re-

leased, to destroy a whole manufacturing plant.

But all this stored up energy is looked upon as being friendly; even disease itself is looked upon as friendly in its warning. It is merely lack of ease where Nature is using some kindly but painful method or effort to remove some foreign substance from our body. All suffering is a reaction to some form of "suppression," or failure to express properly. All symptoms and pain are merely friendly warnings. Nature is merely asking us, or commanding us, to bring about a proper adjustment and a proper expression. There is no "evil," it is all for good.

Great Pain with Love:

"Agree with thine adversary quickly, while thou art in the way with him," for that is the right way to overcome even an adversary. Just come over to his side of the painful discussion, and get

his point of view and his reason for causing you pain.

So, when you have a pain in any part of your body, or in any organ, always send a thought of sympathy, a kindly thought of good-will and helpfulness. Even try to send a thought of thankfulness that the "pain" came as a warning to you in time to save you from a greater danger. This attitude will help you to help it out of your system. Thus, by agreeing with our "adversary" quickly we cast out all fear, and we win quickly.

By agreeing with our adversary, we are learning to love our enemy. And when we learn to love our enemy, we shall cease to have an enemy. Thus, loving overcometh all, for love is the fulfilling of the law. It is the sure way to heal, and the surest and shortest road to success.

Thus, we learn to realize the absolute friendliness of life, from within and

from without, and that we are living in a friendly universe in which there is no duality—no power of evil, but all is unity for good. We can realize that Nature is here and now seeking to make us well and to keep us well. We can feel the presence of Infinite Love and Wisdom, which is always willing to give to us both lovingly and wisely the things we need for our own greatest good.

We must see with “the eye single,” for there is no duality, no power to produce sickness, but the same power which resides in us and is ever ready to demonstrate our health for us. It is the same Mirror of the Mind which reflects our Thoughts back to us, either glorified or damnified, as we present them to the Mirror. It is simply the power of God in us, and we are taught in the Holy Word that, “To the pure, God will show himself pure; and to the froward, he will show himself froward.” In other

words, if you bring the frown of "illness" to the Mirror of Mind, it will reflect back to you the frown of illness; but if you bring the "Smile of Health" to that same Mirror, it will reflect back to you glorified the "Smile of Health," with the universal overplus of present Happiness.

Summary:

Health is a normal condition in our life, and nature does everything she can to keep us in this normal condition, and to restore us to it when we depart from our norm.

There are not two powers in nature, or in the universe, which are in conflict, one for good and the other for evil. That is a childish idea, arising through a lack of understanding. All is unity, and it is a friendly universe working for our ultimate good.

God is as Impersonal as the Mirror of Truth. If you bring the "frown of ill-

ness" to the Mirror of Truth, it will reflect back to you a frown of illness; but if you bring the "Smile of Health" to this same Mirror, it will reflect back Health, with the universal overplus of Happiness.

PART III.

SELLING SUCCESS

CHAPTER III.

THE FOUNTAIN OF YOUTH

The Fountain:

The fountain of youth is the original source of youth, and we all know what that is and where it is. The original source of youth is Life. There you have it! And so we all have it; and since life is within us, and not something we seek outside ourselves, we know that the fountain of youth is WITHIN US. It is all so simple, when we come to think of it, that we even wonder why there should be any discussion of a subject the answer to which is so obvious. All we need do is to think of a "fountain" as a

first cause, or original source; then we see that the fountain of youth is the first cause of youth, the original source of youth; and he would be, indeed, a blind seeker of truth who could not see an answer so patent.

Then why all this discussion and search for the fountain of youth? The answer has been given already, in the introductory pages of this volume—and it is ever the same.

The human race took three steps and formed a habit. First, they learned to look for food outside themselves, and food is good and necessary to sustain life in our physical body. Second, they learned to look for clothing outside of their own personal body, and raiment is good and beautiful and helpful in sustaining life in our physical body. Third, they learned to look for shelter outside the human body, and shelter is good and

helpful and comfortable and restful and civilizing and refining and uplifting.

Now, since they sought and found food, and sought and found raiment, and sought and found shelter, all outside in the objective world, *therefore*, by the first big general inductive-deduction of our race intelligence it was universally conceded and believed that ALL GOOD THINGS ARE OUTSIDE OUR BODIES.

Hence, health, wealth, wisdom, love, youth, beauty, truth, and whatsoever things that are good, and whatsoever things that are helpful, and whatsoever things that are inspiring, and whatsoever things that are joyous, and whatsoever things that are edifying, and whatsoever things that are spiritualizing, and whatsoever things that are DIVINE, each and all must be sought outside of us in the big "objective world" of the material things about us. And that

is WHY the human race has been searching for the fountain of youth in the outside, objective world instead of looking to the Original Source of all Youth, in Life itself.

We know, of course, that life is within us and that it operates in accordance with the laws of life within us. We can now see the colossal error that has so long hampered the development of mankind. We are now learning to look within for the source of the finer and richer and happier and more helpful and more inspiring things of life.

The green fields of Paradise are no longer just a little way from the HERE, and the time for Happiness and Health and Youth is no longer removed from the Eternal Now.

What is youth?

It is not a question of how many years one has lived. It is moving to a higher physical, mental and spiritual plane. It

is living in a higher state of consciousness with the one-ness of all Life.

Youth is the Spirit of Life expressing itself in Growth. The fountain of youth is the fountain of Growth. It is the fountain that irrigates us with the life principle within us and enables us to live more completely in body, mind and spirit. It is the unreal life of the ideal of growth through activity and the joy of happiness.

The secret of youth is not a secret at all. It is not a vague, variable, mysterious thing. It is founded upon the absolute constant of eternal individual GROWTH.

Where is it?

Where is the fountain of youth? This question has already been answered, but it reminds us of a story:

Once upon a time a royal grandee awoke from the influence of wine and women in general to find himself very

much enthralled by the influence of a wine and a woman in particular. Of the woman we shall only say that she was young and sweet and charming and pure and pious and wonderfully beautiful—so much so that her very loveliness quickly made a slave of the old and burned-out-clinker of a grandee.

Of the wine we must say that it was “the wine of youth,” and the possession of a supply of this rare wine was the only thing under the sun which could win the woman.

El Grandee pined and whined about the wine, the only wine, which could enable him to win the only woman in the world who had set his heart a-singing with the vibrations of life. He became the butt of joke-smiths and wags who told him of a country in the newly discovered New World where there was no winter and no old age, and where the sun was ever warm and bright, the flow-

ers blossomed and the birds carolled with youth and joy all the time throughout the years, and that in this fair land he could find the Fountain of Youth.

At enormous costs in money and labor and time and hardships and suffering he fitted out an expedition and explored the "Land of Flowers," only to find that the same Laws of Life rule there as within himself.

Whether or not the royal grandee won the fair lady is beside the point. He did one thing we must all do, he demonstrated the courage of his convictions and the sincerity of his faith, and by attempting the untried he wrote his name high up on the pages of historic romance—and that is no small type of role to play in the drama of Success. He sought physical health and found Living Fame.

For us, this great adventure is much less of hazard and much more certain of

reward. Without cost, or at most with little cost, we may turn the vessels of our inquiry to the great within, and by following out the teachings of this volume we may fill them not alone with the spirit of youth but with the golden treasures of life itself—and thus we act our part in the drama of Success.

Summary:

The fountain of youth is the original source of youth: it is a first cause and source of origin, and this source of origin is Life itself.

Youth is a mental attitude; it is the attitude of Life in Action. It is a movement from a present to a higher plane of expression in body, mind and spirit.

Youth is the Spirit of Life expressing itself in GROWTH.

The fountain of youth is within each of us and it bubbles up in the joy of play when we act out our role up to the highest magnificence of our ideals of success

in our Drama of Life—and it fills our vessels to overflowing with the golden cargoes of Health, Wealth and Happiness.

MASTERY *

Out of the LOVE that animates me,
Bright as the light on Life's high Goal,
I thank the Infinite Laws that be,
For I control my own Free Soul.

In endless Mirror of Circumstannce,
I view my likeness, undismayed:
Enviroment, through Law — NOT
 chance,
Is the Mirror my thoughts have made.

It matters not how high The Gate
That opens to my highest Goal—
MY THOUGHTS my own good fortune
 make:
I AM THE MASTER OF MY SOUL!

* From "*Krokos-Dromes*," by Coleman Hall Bush,
page 19.

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